



Report of: Service Director, Public Protection

Meeting of:	Date:	Ward(s):
Licensing Sub-Committee - B	16/06/2022	Finsbury Park

	Exempt	Non-exempt
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SUBJECT: PREMISES LICENCE NEW APPLICATION RE: SWIFT STORES, 278 SEVEN SISTERS ROAD

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 23:00 Monday to Sunday.
- Opening Hours from 08:00 until 23:00 Monday to Sunday.

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: One Resident
Other bodies	No:

3. Background

- 3.1 This application is for a new premises licence for an off licence by Swift/Iceland Stores.
- 3.2 The Licensing Authority received one representation opposing to the application from a local resident. None of the responsible authorities made any representations. The applicant accepted conditions from the Police and Islington's Noise Service. An email was sent to the resident to advise him of the nature of the application and the conditions which have been accepted by the applicant. The representor responded advising that the conditions did not satisfy his concerned and he was still objecting to the application.

4. Planning Implications

- 4.1 The planning team have advised that the property is not a listed building nor is it located within a conservation area. The premises has had a long established lawful use for retail purposes (Class E). There are no planning application opening hour conditions or any relevant enforcement cases. As such, there is no planning objection.

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 Finsbury Park/Holloway Road 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 or whether the application would fall within an exemption to the policy. Note, the application falls within the hours suggested in Islington's Policy.
- 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: representation;
- Appendix 3: applicants response and resident response
- Appendix 4: suggested conditions and map of premises location.

Background papers:

None.

Final report clearance:**Signed by:**

Service Director – Public Protection

Date 06/06/22

Report author: Licensing Service

Tel: 020 75027 3031

E-mail:

licensing@islington.gov.uk

* required information

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 you would prefer not to be contacted by telephone

Are you:

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 you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant 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.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

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 (£)

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

Details

Registered number (where applicable)

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

Continued from previous page...

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.

A Swift Convenience Store providing customers with a wide range of foodstuffs, goods and other services including the sale of alcoholic products for consumption off the premises.

The proposed unit at 278 Seven Sisters Road shall be a significant re-development of a former retail unit, providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create

Continued from previous page...

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

Section 12 of 21

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Continued from previous page...

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 / /

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.

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 CCIV 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 CCIV 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.

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

Continued from previous page...

e) any faults in the CCTV system

f) 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 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 Hologram, or any government sanctioned ILJ where that form of ILJ 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

Continued from previous page...

[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).

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

* Capacity

* Date / /
dd mm yyyy

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

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

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

IT IS AN OFFENCE LIABLE 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

From: [REDACTED]
To: [Licensing](#)
Date: 16 May 2022 09:12:49

[External]

To whom it may concern,

I have just come across letters for a licensing application for "Swift, 278 Seven Sisters Road, Islington, London, N4 2HY" amongst my letters.

I am not in favour of this, and in fact very much against an application for a late alcohol license in this instance. There is already a late alcohol sale shop the other side of the road, no more than 40 meters away from this proposed address. However this frequently has trouble and disturbances around it from 10pm until 1am, being the main bracket of times altercations happen here.

Additionally the extension of licensing of some nearby Public Houses has also mounted to increased disturbances in the immediate area surrounding Finsbury Park station, with door security staff at both "The BlackStocck" (284 Seven Sisters Road) and "The Twelve Pins" (263 Seven Sisters Road) doing little to nothing to stop issues with patrons leaving their respective establishments, or even those inside their designated outside/smoking areas. This is also combined with issues around the "Orleans" establishment (Basement 259 - 261 Seven Sisters Road), who also have less than committed security around the exterior of their entrance, along with a blatant disregard for noise regulations, often blaring out until 3am or later.

As such, with the current situation in the area, the proposed application for an alcohol license should be denied and put under review until further notice, until public safety concerns have been addressed. At present it is only a matter of time until a serious incident occurs, as a direct result of alcohol availability, and additional places alcohol can be purchased is only going to increase this issue further.

With this, I am fully opposed to this application and fully hope this does not get approved.

Best wishes

[REDACTED]
[REDACTED]

From: [Robert Hayes](#)
To: [Forde, Niall](#); [Licensing](#)
Cc: [REDACTED]
Subject: RE: Application for Premises Licence - Swift Stores Limited, 278 Seven Sisters Road London N4 2HY
Importance: High

Good afternoon Niall,

I would be happy for you to forward on the below response to Mr Pollard and would be keen to continue to engage with him in the hope that we can resolve any concerns without the need for a hearing.

My response to forward on is as follows please:

Dear Mr Pollard

I am the Licensing Manager for Iceland Foods Limited, who own and operate the Swift store brand.

Thank you for taking time to express your views in relation to this application. I have carefully read your representation and have addressed the points you have raised below.

About the Applicant

-
Swift is a new concept from Iceland. 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. We have since opened three other premises in London- one of which is in Islington- and as a result we are seeking to make the site at Seven Sisters Road part of a growing brand, with plans for a further 10-12 sites in London in the next few years.

The proposal for Seven Sisters Road is a significant development, 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.

Whilst Swift is a convenience offer, the benefits to our customers 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, 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.

The sale of alcohol, whilst ancillary to the grocery offer, forms a vital component in respect of commercial viability of this premises. Put simply, a customer who is looking for a complete grocery offering will quickly move on to another retailer if they cannot obtain a complete shop from Swift. The range of alcoholic products and pricing are designed not cater to, or appeal to, street drinking or as a late-night stand-alone offer.

It must be stressed that this is not a proposal for an on-licensed premises, and as such the comparisons with pubs in the area is not relevant to this application.

Swift is committed to selling alcohol responsibly. The premises will operate a 'Challenge 25 Serve 18'

policy for the sale of alcohol. Age Restricted Sales training is mandatory to all staff selling alcohol 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.

Measures directed toward preventing/ reducing anti-social behaviour around off-sales

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. In addition, Iceland Foods has recently become a supporter of Community Alcohol Partnerships (**CAP**) working closely with the Local Authority, Police, Public Health and other relevant 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.

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 your concerns and why granting a licence to this premises will not exacerbate the issues you have identified.

Please also note that through discussions with the Police and Environmental Protection officers, we have agreed a substantial operating schedule of conditions and on the basis of that agreement, both the Police and Environmental Protection have withdrawn their representations. I would be delighted to send you the full set of agreed conditions should you want to see these.

Conditions within the application

I have set out below a few of the conditions that we have agreed will form part of the premises licence that go directly to the issues you have raised:

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.

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

When Arsenal Football Club are playing home matches and between the times commencing 4 hours before advertised start of the game and until 1 hour after the game finishes no sales of beer, lager, or cider in glass containers to be undertaken unless accompanied by a normal food shop. All persons buying alcohol, at any time, to be advised by way of a notice in your window and verbally where necessary of the Street Drinking ban. Premises and staff to be prepared to cease the sale of all alcohol should you be requested to do so by a police officer or Council Licensing Officer. For the sake of clarity Arsenal Football club means the male adult first team.

Conclusion

I hope that this letter gives you some confidence that the applicant takes your issues seriously and is committed to ensuring that their operation does not exacerbate the issues that are of concern to you. I would be delighted to discuss this application with you further should you wish- for instance, I would be happy to set up a video call if you feel it would be of use.

Should you feel that the above deals with the concerns you have raised then please can I ask that you inform the licensing authority via email: licensing@islington.gov.uk.

Kind regards

	Iceland Foods Ltd.
Robert Hayes	Second Avenue Deeside Industrial Park Deeside Flintshire CH5 2NW
Licensing Manager	
	
#PowerofFrozen	
	

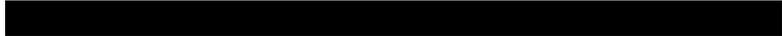














Conditions in line with the Operating Schedule

1. 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.
2. 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.
3. 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.
4. Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority.
5. 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.
6. 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.
7. Notices shall be prominently displayed advising customers that CCTV is in operation.
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. 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.
15. 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
 - f) any visit by a relevant authority or emergency service
16. 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.
17. 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.
18. Working with Metropolitan Police in relation to street drinking/ match days:
19. 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.
20. 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.
21. 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.

22. 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.
23. 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.
24. Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency.
25. The Licence Holder will ensure that third parties responsible for deliveries, collections, unloading, loading shall be notified that such activities shall only be made between hours permitted by appropriate planning permission granted in respect of the premises.
26. 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 ILJ where that form of ILJ has been specifically authorised for use in alcohol sales.
27. Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age.
28. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale.

Suggested conditions from the Police – Agreed

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;

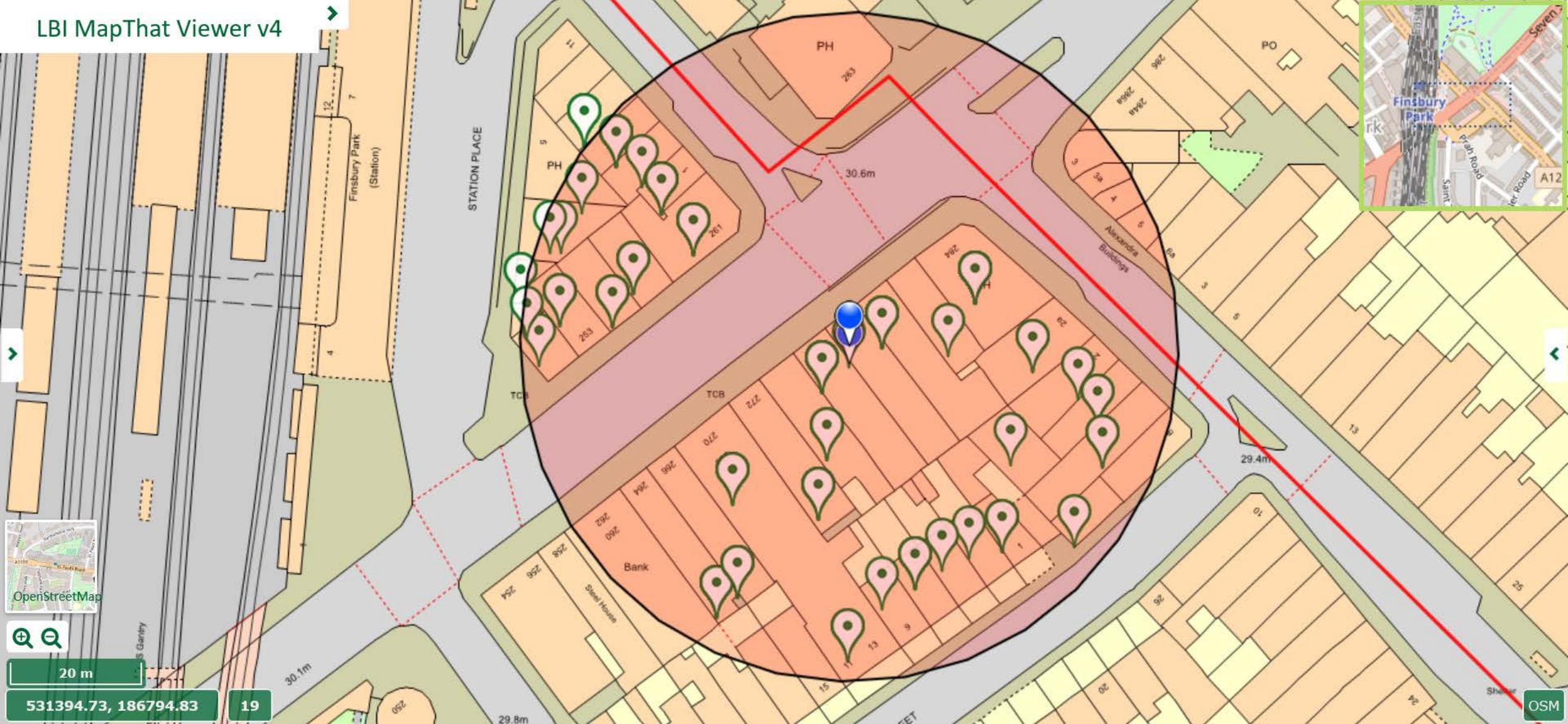
- c) The Police will be informed if the system will not be operating for longer than one day of business for any reason;
 - d) One camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering;
 - e) The system will provide full coverage of the 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. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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.
34. When Arsenal Football Club are playing home matches and between the times commencing 4 hours before advertised start of the game and until 1 hour after the game finishes no sales of beer, lager or cider in glass containers to be undertaken unless accompanied by a normal food shop. All persons buying alcohol, at any time, to be advised by way of a notice in your window and verbally where necessary of the Street Drinking ban. Premises and staff to be prepared to cease the sale of all alcohol should you be requested to do so by a police officer or Council Licensing Officer. For the sake of clarity Arsenal Football club means the male adult first team.

Suggested conditions from Islington's Noise Service - Agreed

- 1. Deliveries shall only be made between the hours of 06:00 to 20:00, Mondays to Saturdays, and from 09:00 to 21:00 on Sundays.



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