



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

Meeting of	Date	Agenda Item	Ward(s)
Licensing Sub-Committee	18 November 2015		St Georges

Delete as appropriate		Non-exempt
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Subject: PREMISES LICENCE NEW APPLICATION
Mereb, 411 Holloway Road, London N7 6HJ

1. Synopsis

- 1.1 This is an application for a new premise licence under the Licensing Act 2003.
- 1.2 The new application is to:
 - i) permit the premises to sell alcohol, off supplies only, from 07:00 until 23:00 Monday to Sunday.
 - ii) permit the premises to open from 07:30 until 23:00 Monday to Saturday and from 08:00 until 23:00 on Sunday.

2. Relevant Representations

Licensing Authority	Yes
Metropolitan Police	Yes
Noise	No
Health and Safety	No

Trading Standards	No
Public Health	Yes
Safeguarding Children	No
London Fire Brigade	No
Local residents	No
Other bodies	No

3. Background

3.1 Papers are attached as follows:-

Appendix 1: application form;

Appendix 2: representations;

Appendix 3: suggested conditions and map of premises location.

3.2 The premises is located within the Holloway Road and Finsbury Park Cumulative Impact Policy area, adopted by the Council on 24 January 2013.

3.3 The Licensing Authority has received three letters of representation, these were from the Licensing Authority, the Police, and Public Health.

4. Planning Implications

4.1 Planning have confirmed that, although they could not find any planning records with regards to the use of these premises. However, Planning have also confirmed that given the licence application indicates that the use is a retail outlet, they have no objections to this application.

4.2 There are no outstanding planning enforcement investigations in relation to this site.

5. Recommendations

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

5.2 If the Committee grants the application it should be subject to:

- i. conditions prepared by the Licensing Officer which are consistent with the Operating Schedule (See appendix 3);
- ii. conditions recommended by Responsible Authorities deemed appropriate by the Committee (see appendix 3); and
- iii. any additional conditions deemed appropriate by the Committee to promote the four licensing objectives.

6. Conclusion and reasons for recommendations

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

Background papers:

The Council's Statement of Licensing Policy

Licensing Act 2003

Secretary of States Guidance

Final Report Clearance

Signed by



Service Director – Public Protection

Date

5/11/15

Received by

Head of Scrutiny and Democratic Services

Date

Report author: Licensing Service

Tel: 020 75027 3031

E-mail: licensing@islington.gov.uk

Due: 12/10/15

* required information

Section 1 of 19

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

System reference	<input type="text" value="Not Currently In Use"/>	This is the unique reference for this application generated by the system.
Your reference	<input type="text"/>	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	<input type="text" value="TESFALEM"/>
* Family name	<input type="text" value="NEGASH"/>
* E-mail	<input type="text" value="info@advancepl.co.uk"/>
Main telephone number	<input type="text"/>
Other telephone number	<input type="text"/>

Include country code.

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

As 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.

USE/98
 £190.00/ELMS
 14/09/15

Continued from previous page...

Address

* Building number or name

[REDACTED]

* Street

[REDACTED]

District

[REDACTED]

* City or town

[REDACTED]

County or administrative area

[REDACTED]

* Postcode

[REDACTED]

* Country

[REDACTED]

[REDACTED]

Agent Details

* First name

KENAN

* Family name

KARA

* E-mail

info@advancepl.co.uk

Main telephone number

[REDACTED]

Include country code.

Other telephone number

[REDACTED]

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

* Registration number

8358580

* Business name

ADVANCE PL LIMITED

If your business is registered, use its registered name.

* VAT number

-

NONE

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

* Legal status

Private Limited Company

* Your position in the business

DIRECTOR

Home country

United Kingdom

The country where the headquarters of your business is located.

Continued from previous page...

Agent Registered Address

Address registered with Companies House.

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

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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	MEREB FOOD & WINE. 411
Street	HOLLOWAY ROAD
District	HARRINGAY
City or town	LONDON
County or administrative area	HARINGEY
Postcode	N7 6HJ
Country	United Kingdom

Further Details

Telephone number	
Non-domestic rateable value of premises (£)	14,500

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APPLICATION DETAILS

In what capacity are you applying for the premises licence?

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

Confirm The Following

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

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INDIVIDUAL APPLICANT DETAILS

Applicant Name

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

- Yes No

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

First name

Family name

Is the applicant 18 years of age or older?

- Yes No

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Applicant Postal Address

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

Yes No

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

Building number or name

[REDACTED]

Street

[REDACTED]

District

[REDACTED]

City or town

[REDACTED]

County or administrative area

[REDACTED]

Postcode

[REDACTED]

Country

[REDACTED]

Applicant Contact Details

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

Yes No

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

E-mail

info@advancepl.co.uk

Telephone number

[REDACTED]

Other telephone number

[REDACTED]

Add another applicant

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OPERATING SCHEDULE

When do you want the premises licence to start?

/ /
dd mm yyyy

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

/ /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

The premises will be used as a OFF LICENCE, the alcohol will be on the ground floor. The premises MEREB FOOD & WINE is located at 411 Holloway Road, N7 6HJ. The licensable activities are SUPPLY OF ALCOHOL OFF THE PREMISES.

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

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PROVISION OF PLAYS

Will you be providing plays?

- Yes No

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PROVISION OF FILMS

Will you be providing films?

- Yes No

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PROVISION OF INDOOR SPORTING EVENTS

Will you be providing indoor sporting events?

- Yes No

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PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Will you be providing boxing or wrestling entertainments?

- Yes No

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PROVISION OF LIVE MUSIC

Will you be providing live music?

- Yes No

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PROVISION OF RECORDED MUSIC

Will you be providing recorded music?

- Yes No

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PROVISION OF PERFORMANCES OF DANCE

Will you be providing performances of dance?

- Yes No

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

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

- Yes No

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LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

- Yes No

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SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

- Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

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

State any seasonal variations

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

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

TESFALEM

Family name

NEGASH

Enter the contact's address

Building number or name

[REDACTED]

Street

[REDACTED]

District

[REDACTED]

City or town

[REDACTED]

County or administrative area

[REDACTED]

Postcode

[REDACTED]

Country

[REDACTED]

Personal Licence number
(if known)

[REDACTED]

Issuing licensing authority
(if known)

[REDACTED]

Continued from previous page...

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

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

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

Reference number for consent form (if known)

CONSENT

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

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ADULT ENTERTAINMENT

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

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

N/A

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HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start 07:00

End 23:00

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 07:00

End 23:00

Start

End

WEDNESDAY

Start 07:00

End 23:00

Start

End

THURSDAY

Start 07:00

End 23:00

Start

End

FRIDAY

Start 07:00

End 23:00

Start

End

Continued from previous page...

SATURDAY

Start	<input type="text" value="07:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="07:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

State any seasonal variations

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

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

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

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LICENSING OBJECTIVES

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

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

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

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

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

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

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

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

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

PREVENTION OF PUBLIC NUISANCE

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

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

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

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

b) The prevention of crime and disorder

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

c) Public safety

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

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

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

d) The prevention of public nuisance

For public nuisance there will not allow any alcohol drink at outside. All occasions when persons have been refused service will be recorded in a refusals book, which shall be kept at the premises for not less than 12 months. Suitable signage will be displayed at the point of exit advising customers leave the premises quietly. Deliveries to the premises shall only be made during normal working hours. Bottles and similar goods shall not be handled outside the premises in the late evening, night or early morning. Bins shall not be emptied outside the premises in the late evening, night or early morning.

e) The protection of children from harm

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

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PAYMENT DETAILS

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

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

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

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

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your 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.

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

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

* Fee amount (£)

DECLARATION

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

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

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

* Full name

* Capacity

* Date / /
dd mm yyyy

If you're finished you need to do the following:
1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/islington/apply-1> to upload this file and continue with your application.
Don't forget to make sure you have all your supporting documentation to hand.

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

Applicant reference number	<input type="text"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

Licensing Authority Representation

Licensing Act 2003

Application: Mereb Food and Wine 411 Holloway Road N7 6HJ

I am submitting a representation on behalf of the Licensing Authority with respect to the application to sell alcohol for consumption off the premises on Mondays to Sundays from 07.00 to 23:00.

The grounds for the representation are:

- Public nuisance
- Crime and disorder

Licensing Policy Considerations

Licensing Policies 1 & 2

Location, cumulative impact and saturation

Licensing Policy 4

Shops Selling Alcohol

Licensing Policies 9, 10,

Operating Schedules

Licensing Policy 13

Alcohol Induced Crime and Disorder and Anti-

Social behaviour

Issues of Concerns

1. The application is in a cumulative impact which means that the onus is on the applicant to demonstrate that the application will not add to the cumulative impact.
2. The proposed measures are typical of many off licences operating in the borough. There hasn't been any attempt to acknowledge the sensitive nature of operating an off licence in a cumulative impact area where we are working hard to deal with the negative aspects of the sale of alcohol on local communities. No bespoke mitigation measures have been proposed.
3. The area already has a high number of licenced premises with 10 other off licences within 200m radius.
4. There is another off licence two doors away at 415-417 Holloway Road operated by the same licensee Mr Tesfalem Negash, who sells large quantities of high strength beers and ciders, who did not want to take part in Islington's Campaign to Reduce the Strength of the types of alcohol which is commonly sold to street drinkers and adds to the high levels of anti-social behaviour in the area.
5. Alcohol related crime, alcohol related violence and ambulance call outs in the area are high and significantly higher than the London average

6. The Licensing Authority has been working with partners and the licence trade to tackle underage drinking, street drinking and preloading which affect residents living in the area. An additional off licence in the area will undermine this work and add to the cumulative impact.
7. The applicant intends to sell alcohol from 07.00, making alcohol available early in the morning to vulnerable drinkers.
8. The Licensing Authority has been working with off licences to prevent drinking on the street on match days. The premises is in the vicinity of the Emirates Stadium and would add to the disorder and anti-social behaviour in the area associated with football fans.
9. The measures proposed in the operating schedule do not sufficiently rebut the presumption to refuse the application on the basis that the application will not add to the cumulative impact.

Summary and recommendations

An additional off licence selling alcohol will add to the cumulative impact.

The applicant has not demonstrated at his existing premises that he is willing to co-operate with the Council to reduce levels of anti-social behaviour or to protect vulnerable street drinkers.

The measures proposed by the applicant in the operating schedule are industry standard.

The applicant has not demonstrated that the application will not add to the cumulative impact therefore in order to promote the licensing objectives it is recommended that this application is refused.

Janice Gibbons
Service Manager
Islington Council

5 October 2015

Janice.gibbons@islington.gov.uk

0207 527 3212

Licensing Act 2003

Representation from Camden and Islington Public Health on behalf of health bodies providing services in Islington concerning: Mereb Food and Wine 411 Holloway Road N7 6HJ

I am submitting a representation against the application for a licence to permit the sale of alcohol from the above premises. This representation is on behalf of Camden and Islington Council's Public Health Department, which as a health body is a responsible authority.

The grounds for the representation are:

- Public safety
- Crime and disorder

Licensing Policy Considerations

- Licensing Policies 1 & 2 Location, cumulative impact and saturation
- Licensing Policy 4 Shops Selling Alcohol
- Licensing Policies 9, 10, Operating Schedules
- Licensing Policy 13 Alcohol Induced Crime and Disorder and Anti- social behaviour

The impact of alcohol is particularly great in Islington with some of the greatest levels of alcohol-related problems in London, including:

- The highest rate of alcohol-specific deaths in men in London
- One of the highest rates of alcohol-related hospital admissions in London
- Significantly higher levels of alcohol-related violent crime and claimants of incapacity benefit where the main medical reason for being a claimant is alcoholism
- **The premise is situated in the Finsbury Park/Holloway road cumulative impact area** which indicates that there is already a high density of premises selling alcohol and any more would have a detrimental effect on the area.
- **There were 53 alcohol related ambulance callouts within a 250m radius of this premises,** which is in the **cumulative impact area that runs along Holloway Road.** The premises are close neighbouring Finsbury Park and Holloway wards, and neighbouring ¹LSOAs and many of the **53 LAS callouts were in these areas.**
- St Georges ward neighbours with Finsbury Park and Holloway wards, all of which are in cumulative impact areas. In 2014/2015 there was 53 alcohol related ambulance callouts within a 250m radius of this premise.
- In 2014/15 St Georges ward saw **162 Alcohol- Specific Hospital Admissions** which is **higher than the Islington average.**

The evidence available suggests that St George's Ward is an area which experiences a particularly high level of alcohol harm relative to the rest of Islington, which as a borough experiences some of the greatest levels of harm in London. As a result the area is designated as a **cumulative impact area** in the Islington Statement of Licensing Policy 2013 to 2017. As stated in this policy: any further increase in the ease of access to alcohol in terms of the number of premises and the **hours of operation** needs to be carefully managed. The onus is also on the applicant to demonstrate how they will avoid adding to this cumulative impact.

The area already has sufficient premises to meet demand and additional outlets supplying alcohol will be detrimental to the local residents in terms of noise and disturbance, anti-social behaviour and crime

Alcohol and health

Alcohol misuse imposes a major preventable burden to health and the effect of this in Islington is felt across all health services, other front line services and residents. Islington experiences some of the highest levels of alcohol-related harm in London and the cumulative availability of alcohol is one area that is likely to be impacting on this.

There is a growing body of evidence that an increased number of alcohol outlets results in significant increases in both alcohol consumption and alcohol-related harm, including injury, violence and medical harm. Evidence indicates reducing alcohol outlet density can have an impact on reducing violence and problem drinking. There is also strong and reasonably consistent evidence that changes in hours or days of trading can have a significant impact on volume of alcohol consumed and rates of alcohol related problems.

I am concerned that if this application is granted it will increase the availability of alcohol for consumption off premises. This could lead to an increase in public nuisance, crime and disorder and impact adversely on the health of both those buying and consuming the alcohol but also the health of others who come in contact with them.

In summary the area has sufficient premises to meet demand and additional outlets supplying alcohol will only be detrimental to the local residents in terms of noise and disturbance, anti-social behaviour and crime and will significantly add to the **cumulative impact** of alcohol on residents.

We do not feel that the applicant has demonstrated how they will not add to this level of impact in line with the Cumulative Impact Policy.

Recommendations

Camden and Islington Public Health Department recommends that: the application for a licence to supply the sale of alcohol for consumption off the premises is refused as it would significantly **add to the cumulative impact of alcohol on the licensing objectives in the Finsbury Park/Holloway road Cumulative Impact Area where this premise is based**

¹LSOA is home to 1,997 residents and is 17.61 hectare

Your
Our Licensing/NI
Date: 23/09/2014



METROPOLITAN POLICE
SERVICE
Licensing Team
Islington Police Licensing Unit
Islington Police Station
2 Tolpuddle Street
London
N1 0YY

Kenan KARA
Unit 17, Ashley House
Tottenham Hale
London
N17 9LZ

Telephone: 07799 133 204
Email:
licensingpolice@islington.gov.uk

Date: 23rd September 2015

Dear Sir

Re: New Premises Licence Application – 411 Holloway Road, London, NN7 6HJ9 4DJ

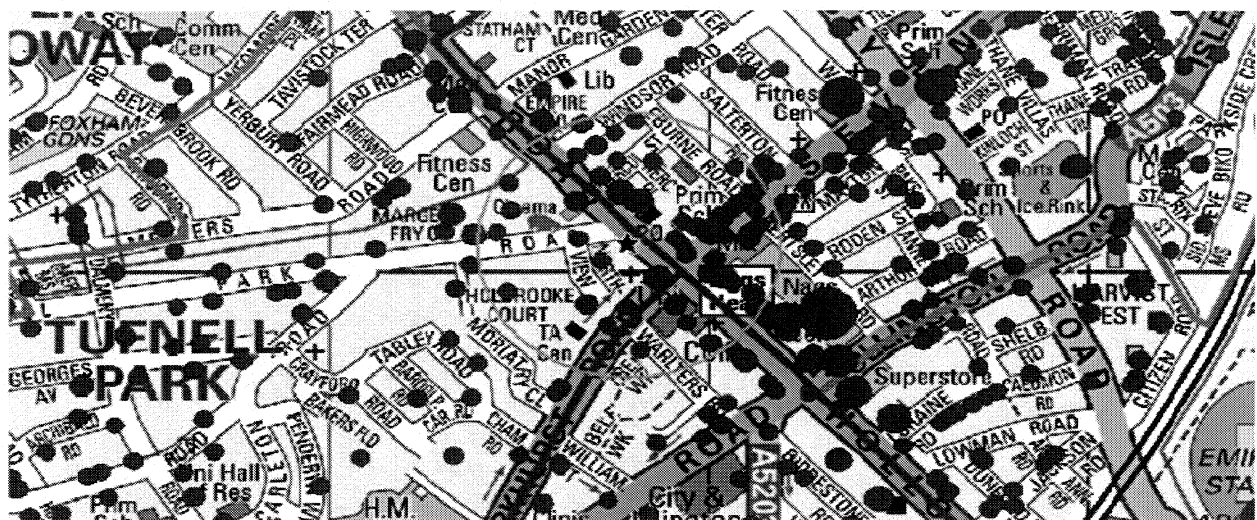
With reference to the above application, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, will be objecting to this application as it is our belief that if granted the application would undermine the Licensing Objectives, being the Prevention of Crime and Disorder.

The venue is situated in the Finsbury Park/Holloway Road Cumulative Impact Zone'; an area which traditionally suffers from high levels of crime and disorder and there are concerns that this application will cause further policing problems in an already demanding area.

Islington has almost double the national average of licensed premises per resident, and this is why the Police supported the implementation of the Council's Cumulative Impact Policy. This large number of licensed premises and the issues associated with these impacts greatly on the Police and all other emergency services resource.

There are already 29 Licensed Premises within a 200m radius of these proposed premises, 10 of which are off licenses.

Over the preceding 12 weeks there have been 243 crimes reported in the St Georges ward area.



The above map shows the total notifiable offences that have been reported to police over that same 12 week period. The venue is marked with a black star, and circled by a 200 metre radius. As can be seen, the proposed venue is on the very eastern border of St Georges Ward, in an area of far greater crime problems than the ward itself.

The applicant already has another off licence at 415-417 Holloway Road which is licensed to sell alcohol, off-sales Monday to Saturday 8am to 1am and Sundays, 10 am to 10.30pm.

For police purposes the applicants have submitted a thorough application, but we fail to see how yet another off licence in an area of saturation, and such dense general crime figures, will not add to the cumulative impact. It is for these reasons we are objecting to the application and propose that it is refused.

Should you wish to discuss the matter further please contact me on Mobile 07799133204 or via email, licensingpolice@islington.gov.uk

Yours sincerely

Peter Conisbee Pc 575NI
Steven Harrington Pc 425NI
Nick Pamboris Pc 548NI

Islington Police Licensing Team

Suggested conditions of approval consistent with the operating schedule

The prevention of Crime and Disorder

1. CCTV shall be installed, operated and maintained in agreement with the Police. The system will enable frontal identification of every person entering the premises. The system shall record in real time and operate whilst the premises are open for licensable activities. The recordings shall be kept available for a minimum of 31 days. Recordings shall be made available to an Authorised Officer or a Police Officer (subject to the Data Protection Act 1998) within 24 hours of any request.
2. There shall be a member of staff on duty at all times at the premises, who is able to operate the CCTV system.
3. Alcohol shall not be sold to persons who are already intoxicated. A refusal log will be kept of these refusals. The log will be regularly monitored by the DPS, to ensure refusals are being made and logged.
4. The licensee shall ensure that staff are trained in all aspects of the Licensing Act 2003 and ensure that they sign to confirm that they have understood the training. Refresher training shall be provided to staff at regular intervals of six months.. The licensee shall keep records of training and instruction given to staff. Training records shall be kept at the premises and provided to authorised officers upon request.
5. Staff shall be trained in all aspects of the Licensing Act 2003 and refresher training will be provided at regular intervals. Training records shall be kept at the premises and provided to authorised officers upon request.
6. The premises will actively engage with and work with the Safer Neighbourhood Policing Team.
7. A notice shall be prominently displayed at the front doors to the premises advising customers that they are in an area subject to a Designated Public Place Order and should not drink in the street.
8. Management and staff shall discourage persons from drinking or loitering outside the premises.
9. An incident log shall be kept at the premises, and made available upon request to an authorised officer of the Licensing Authority and the Police. The log shall record the following;
 - (a) All crimes reported to the venue
 - (b) All ejections of patrons
 - (c) Any complaints received with regards to crime and disorder
 - (d) Any incidents of disorder
 - (e) Seizures of drugs or offensive weapons
 - (f) Any refusal of the sale of alcohol.

Public Safety

10. Emergency lighting and fire fighting equipment shall be installed and maintained at the premises.

The Prevention of Public Nuisance

11. Alcohol purchased from the premises shall not be allowed off the premises in open containers.

12. 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.
13. Deliveries to the premises shall only be made between 07:00 and 23:00.
14. Bins shall not be emptied outside the premises between 07:00 and 23:00.
15. The area immediately outside of the premises shall be kept clean at all times and will be swept clean when the premises close.

The Protection of Children from Harm

16. The licensee shall adopt the Challenge 25 and the BII National Standards Proof of Age Scheme.
17. The licensee shall ensure that staff are trained about age restricted products, identifying persons under 25, acceptable proof of age, making a challenge, recording a refusal, avoiding conflict and responsible alcohol retailing. The licensee shall ensure that staff sign to confirm that they have understood the training. Refresher training shall be provided to staff at regular intervals of six months. The licensee shall keep records of training and instruction given to staff. Training records shall be kept at the premises and provided to authorised officers upon request.
18. The licensee shall put arrangements in place to ensure that before serving alcohol to young persons, staff ask to see accredited proof of age cards e.g. Citizencard, a Passport, or UK Driving Licence bearing the photograph and date of birth of the bearer.
19. The licensee and staff should note any refusals to sell to young people in a refusals log. The refusals log shall be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection by the licensing team, police or trading standards
20. Signage shall be displayed at the premises, including at the point of sale, advising that the premises operate a Challenge 25 policy.

**Title : 411 Holloway
Road**

Islington Borough
Boundary

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