

## MUNICIPAL YEAR 2016/17 REPORT NO.

**COMMITTEE :**  
Licensing Sub-Committee  
5 October 2016

**REPORT OF :**  
Principal Licensing Officer

**LEGISLATION :**  
Licensing Act 2003

Agenda - Part	Item
	<b>SUBJECT :</b> Application for a new premises licence
	<b>PREMISES :</b> The Drinkup Group, 111 Willow Road, ENFIELD, EN1 3BP.
	<b>WARD :</b> Town

### 1 LICENSING HISTORY & CURRENT POSITION:

- 1.1 The premises has not held a licence previously. The building is a separate garage which forms part of a residential property. Access to the garage/building is through a locked gate.
- 1.2 A copy of a location map of the premises is attached as Annex 01.

### 2 THIS APPLICATION:

- 2.1 On 15 August 2016 an application was made by **The Drinkup Group Limited** for a new Premises Licence for The Drinkup Group, 111 Willow Road, ENFIELD, EN1 3BP . The proposed Designated Premises Supervisor (DPS) is **Mr Ritchie Llewellyn**, however the personal licence details have not been confirmed to date.
- 2.2 The application seeks a licence for an online alcohol delivery service, namely:
  - 2.2.1 **Hours the premises are open to the public:** 14:00 to 04:00 daily.
  - 2.2.2 **Supply of alcohol (off supply only):** 14:00 to 04:00 daily.
- 2.3 The application was advertised in accordance with the requirements of the Licensing Act 2003.
- 2.4 Each of the Responsible Authorities were consulted in respect of the application.
- 2.5 A copy of the application is attached as Annex 02.
- 2.6 A copy of additional information to support the application is attached in Annex 03.

### **3 RELEVANT REPRESENTATIONS:**

- 3.1 **Metropolitan Police:** Representations were made against the application, namely seeking further conditions. These conditions have been agreed by the applicant and subsequently the representation has been withdrawn.
- 3.2
- 3.3 **Licensing Authority (including Licensing Enforcement, Environmental Health, Trading Standards, Planning, Health & Safety and Children's Services):** Representations against the application in its entirety and objections have been made based on the Protection of Children from Harm and Prevention of Public Nuisance licensing objectives. Should the application be granted in full or in part, the Licensing Authority sought further conditions which have been agreed by the applicant.
- 3.4 A copy of the Licensing Authority representation is attached as Annex 04.
- 3.5 **Other Persons:** Representations have been made, against the application, by two ward councillors. The grounds of representation are based on the prevention of public nuisance, the prevention of crime and disorder and public safety licensing objectives.
- 3.4 Copies of the representations are attached as Annex 05 and Annex 06.

### **4 PROPOSED LICENCE CONDITIONS:**

- 4.1 The conditions arising from this application are attached as Annex 07. All conditions have been agreed by the applicant and Responsible Authorities.

### **5 RELEVANT LAW, GUIDANCE & POLICIES:**

- 5.1 The paragraphs below are extracted from either:
- 5.1.1 the Licensing Act 2003 ('Act'); or
- 5.1.2 the Guidance issued by the Secretary of State to the Home Office of March 2015 ('Guid'); or
- 5.1.3 the London Borough of Enfield's Licensing Policy Statement of January 2015 ('Pol').

#### **General Principles:**

- 5.2 The Licensing Sub-Committee must carry out its functions with a view to promoting the licensing objectives [Act s.4(1)].
- 5.3 The licensing objectives are :
- 5.3.1 the prevention of crime and disorder;
- 5.3.2 public safety;
- 5.3.3 the prevention of public nuisance; &
- 5.3.4 the protection of children from harm [Act s.4(2)].
- 5.4 In carrying out its functions, the Sub-Committee must also have regard to :
- 5.4.1 the Council's licensing policy statement; &
- 5.4.2 guidance issued by the Secretary of State [Act s.4(3)].

- 5.5 The Sub-Committee may not have regard to whether or not a proposal is likely to be permitted in accordance with the law relating to planning or building [Pol s.17.1].

**Cumulative Impact Policy:**

- 5.6 The premises is not located in a Cumulative Impact Policy Area.

**Hours:**

- 5.7 The Sub-Committee decides licensed opening hours as part of the implementation of the licensing policy statement and is best placed to make decisions about appropriate opening hours in their area based on their local knowledge and in consultation with responsible authorities [Guid 10.13].
- 5.8 However, there is no general assumption in favour of lengthening licensing hours and the four Licensing Objectives should be paramount considerations at all times. Where there are representations against an application and the Sub-Committee believes that extending the licensing hours would undermine the Licensing Objectives, they may reject the application or grant it with appropriate conditions and/or different hours from those requested. [Pol s.8.3].
- 5.9 Stricter conditions with regard to licensing hours may be required for licensed premises situated in or immediately adjacent to residential areas to ensure that disturbance to local residents is avoided. This will particularly apply in circumstances where, having regard to the location, size and nature of the premises, it is likely that disturbance will be caused to residents in the vicinity of the premises by concentrations of people leaving, particularly during normal night-time sleeping periods [Pol s.8.4].

**Mobile, remote, internet and other delivery sales**

- 5.10 This application refers to online sales of alcohol. In this instance, the "sale" of alcohol takes place when the alcohol is physically set aside in the storage area for the purposes of delivery to the customer. Therefore it is this action that the licensable hours of alcohol refer to. The times of delivery to and from the premises do not form part of the sale of alcohol, but can be regulated through conditions. The Guidance provides more information below:
- 5.11 The sale by retail of alcohol is a licensable activity and may only be carried out in accordance with an authorisation under the 2003 Act. Therefore, a person cannot sell alcohol from a vehicle or moveable structure at a series of different locations (e.g. house to house), unless there is a premises licence in respect of the vehicle or moveable structure at each location at which a sale of alcohol is made in, on or from it. [Guid 3.7]
- 5.12 The place where the order for alcohol, or payment for it, takes place may not be the same as the place where the alcohol is appropriated to the contract (i.e. the place where it is identified and specifically set apart for delivery to the purchaser). This position can arise when sales are made online, by telephone,

or mail order. Section 190 of the 2003 Act provides that the sale of alcohol is to be treated as taking place where the alcohol is appropriated to the contract. It will be the premises at this location which need to be licensed; for example, a call centre receiving orders for alcohol would not need a licence but the warehouse where the alcohol is stored and specifically selected for, and despatched to, the purchaser would need to be licensed. These licensed premises will, as such, be subject to conditions including the times of day during which alcohol may be sold. The premises licence will also be subject to the mandatory licence conditions. [Guid 3.8]

- 5.13 Persons who run premises providing 'alcohol delivery services' should notify the relevant licensing authority that they are operating such a service in their operating schedule. This ensures that the licensing authority can properly consider what conditions are appropriate. Premises with an existing premises licence, which choose to operate such a service in addition to their existing licensable activities, should contact their licensing authority for its view on whether this form of alcohol sale is already permitted or whether an application to vary the licence will be required. [Guid 3.9]

#### **Decision:**

- 5.14 As a matter of practice, the Sub-Committee should seek to focus the hearing on the steps considered appropriate to promote the particular licensing objective or objectives that have given rise to the specific representation and avoid straying into undisputed areas [Guid 9.36].
- 5.15 In determining the application with a view to promoting the licensing objectives in the overall interests of the local community, the Sub-Committee must give appropriate weight to:
- 5.15.1 the steps that are appropriate to promote the licensing objectives;
  - 5.15.2 the representations (including supporting information) presented by all the parties;
  - 5.15.3 the guidance; and
  - 5.15.4 its own statement of licensing policy [Guid 9.37].
- 5.16 Having heard all of the representations (from all parties) the Sub-Committee must take such steps as it considers appropriate for the promotion of the licensing objectives. The steps are :
- 5.16.1 To grant the application subject to the mandatory conditions and such conditions as it considers necessary for the promotion of the licensing objectives;
  - 5.16.2 To exclude from the scope of the licence any of the licensable activities to which the application relates;
  - 5.16.3 To refuse to specify a person in the licence as the premises supervisor;
  - 5.16.4 To reject the application [Act s.18].

**Background Papers :**  
**None other than any identified within the report.**

**Contact Officer :**  
**Ellie Green on 020 8379 8453**



WK/ 216035869.

Annex 02  
£100  
Rec'd.  
11/8/16.

W/L.

468769976

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

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

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

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

I/We The Drinkup Group Limited

*(Insert name(s) of applicant)*

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

**Part 1 – Premises Details**

Postal address of premises or, if none, ordnance survey map reference or description			
The Drinkup Group 111 Willow Road			
<b>Post town</b>	London	<b>Postcode</b>	EN1 3BP

Telephone number at premises (if any)	07855 073333
Non-domestic rateable value of premises	£ N/A

**Part 2 - Applicant Details**

Please state whether you are applying for a premises licence as

Please tick as appropriate

- a) an individual or individuals \*  please complete section (A)
- b) a person other than an individual \*
  - i. as a limited company  please complete section (B)
  - ii. as a partnership  please complete section (B)
  - iii. as an unincorporated association or  please complete section (B)
  - iv. other (for example a statutory corporation)  please complete section (B)
- c) a recognised club  please complete section (B)
- d) a charity  please complete section (B)



20  
Email

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

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

Please tick yes

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

I am making the application pursuant to a statutory function or

a function discharged by virtue of Her Majesty's prerogative

**(A) INDIVIDUAL APPLICANTS** (fill in as applicable)

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



**SECOND INDIVIDUAL APPLICANT (if applicable)**

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

**(B) OTHER APPLICANTS**

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

<b>Name</b> The Drinkup Group Limited
<b>Address</b> 111 Willow Road London EN1 3BP
<b>Registered number (where applicable)</b> 10189840
<b>Description of applicant (for example, partnership, company, unincorporated association etc.)</b> Private Limited Company
<b>Telephone number (if any)</b> 07908806620
<b>E-mail address (optional)</b> info@drink-up.club

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD	MM	YYYY
1	2	082016

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

DD	MM	YYYY

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

The premise is a securely locked building, located on a fenced and gated private property, 4.5m x 3m. CCTV will be installed.

Members of the public will not be able to access the premises; all orders will be taken online. Public will never attend the premises for any reason.

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

N/A

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any that apply

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

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

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

In all cases complete boxes K, L and M

**A**

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

**B**

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

**I**

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

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4) N/A		
Mon	14.00	04.00			
Tue	14.00	04.00			
Wed	14.00	04.00			
Thur	14.00	04.00			
Fri	14.00	04.00			
Sat	14.00	04.00			
Sun	14.00	04.00	<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 5) N/A		
Thur	14.00	04.00			
Fri	14.00	04.00			
Sat	14.00	04.00			
Sun	14.00	04.00			
Mon	14.00	04.00			
Tue	14.00	04.00			

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

Name Ritchie Llewellyn	
Address 111 Willow Road Enfield	
Postcode	EN1 3BP
Personal licence number (if known) In the process	
Issuing licensing authority (if known) Enfield	

K

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

N/A

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 6)			<b><u>State any seasonal variations</u></b> (please read guidance note 4)  N/A Public will never have access
Day	Start	Finish	<b><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u></b> (please read guidance note 5)  N/A Public will never have access
Mon			
Tue			
Wed			
Thur			
Fri			
Sat			
Sun			

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

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)**

The premises will purely operate as an online order business with no public access at all. Alcohol will be provided for private parties and functions.

There will be no disorder, safety issues, noise or any potential danger to children associated with the premises at all, as the public will not have access. Stock will be packed and stored to ensure minimal noise.

The Licensee will receive occasional deliveries of alcohol, in very low volumes and will request small vans, not Lorries to make the deliveries.

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

CCTV will be installed and maintained.

The Licensee will ensure alcohol is only sold to persons over 18 by using the online age verification button.

Minimal amounts of alcohol will be stored, with low value as company will operate based on pre orders from customers.

The premises will not be open to the public and will not be accessible to the public. Site is securely locked and no stock will be visible to anyone.

Alcohol will only be delivered to the delivery address provided by the customer when the order is placed. Full address details, including postcode, will be taken when placing an order.

Alcohol will only be delivered to the person who placed the order and whose name appears on the credit/debit card (if used).

Online payments will be secure and verified via a suitable safe online merchant

Delivery will be refused if the driver considers the person receiving the delivery to be under the influence of alcohol or drugs.

Delivery will also be refused if driver believes the alcohol being purchased on behalf of another person who is not 18.

No ID no delivery.

Customers will be reminded within the terms and conditions that it is a criminal offence for a person under 18 to purchase or attempt to purchase alcohol and that it is also an offence to purchase alcohol on behalf of a person under 18.

A refusal/incident book will be kept in the office and record any failed deliveries.

Deliveries not made for any of the reasons stated above, the driver will return the order to the premises.

The Licensee will ensure all staff are trained in alcohol sales.

Terms and conditions on the website will state 'we reserve the right to refuse any orders at our sole discretion'

Access to the premises will be limited to persons known to and approved by The Drinkup Group Limited.



c) Public safety

The premises will ensure Health & Safety; fire regulations/requirements are in place and adhered to.

Alcohol will only be sold to persons over 18 online using verification. Identification will be checked on delivery.

Responsible drinking will be considered at all times and alcohol will not be supplied if for any reason the team feel alcohol would affect the safety of any person or persons. The terms and conditions will state 'we reserve the right to refuse any orders at our sole discretion'

A Health & safety risk assessment will be undertaken of the premises where alcohol is stored.

d) The prevention of public nuisance

Limited repackaging of alcohol will be undertaken within the premises, boxes of alcohol or gift packs will be dispatched by courier to the customer who has ordered over the internet.

No consumption of alcohol will take place within the premises.

Staff/drivers will be instructed on noise minimisation.

e) The protection of children from harm

The premises will not be open to the public.

The 'Challenge 25' will be implemented, if driver considers recipient of alcohol to appear under 25 recognised photographic identification will be requested before any alcohol is handed over.

Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence or passport.

The Licensee will ensure alcohol is only sold to persons over 18, by using the online age verification button.

Deliveries will only be delivered to a genuine address and handed to an adult who will sign upon receipt.

The licensee will refuse an order or refuse to make a delivery at their discretion, and will exercise this right if any doubt arises as to a customer not being aged 18 years or over.

The licensee will refuse an order or refuse to make a delivery at their discretion, and will exercise this right if any doubt arises regarding safety of any person.

**Checklist:**

**Please tick to indicate agreement**

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

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

**Part 4 – Signatures** (please read guidance note 10)

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

Signature	J. Ahmet
Date	10/08/16
Capacity	Director

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

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)			
Jamie Llewellyn 111 Willow Road			
Post town	Enfield	Postcode	EN1 3BP
Telephone number (if any)	07931 613912		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) info@drink-up.club			


**Notes for Guidance**

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

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**Part 4 – Signatures** (please read guidance note 10)

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

Signature	
Date	<del>10/6/16</del> 10/8/16
Capacity	Director

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

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)

Jamie Llewellyn  
 111 Willow Road

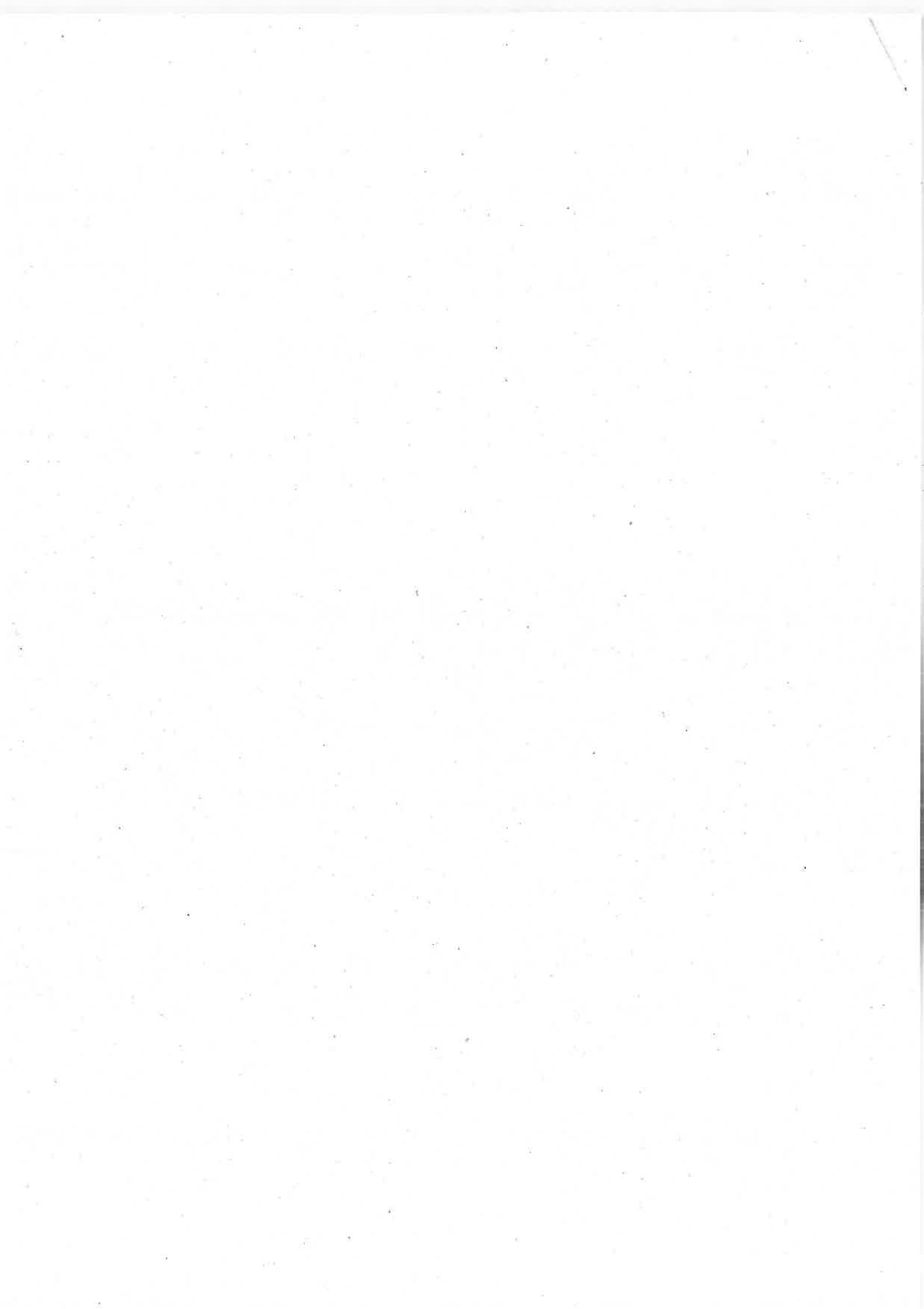
Post town	Enfield	Postcode	EN1 3BP
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Telephone number (if any)	07931 613912
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If you would prefer us to correspond with you by e-mail, your e-mail address (optional)  
 info@drink-up.club

**Notes for Guidance**

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.



Consent of individual to being specified as premises supervisor

Reference number:

I [full name of prospective premises supervisor]

Ritchie Llewellyn

of [home address of prospective premises supervisor]

111 Willow Road  
Enfield  
EN1 3BP

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

[type of application]

New Premises Licence

by

[name of applicant]

The Drinkup Group Limited

relating to a premises licence

[number of existing licence, if any]

N/A

for

[name and address of premises to which the application relates]

Drinkup Club  
111 Willow Road  
Enfield  
EN1 3BP

and any premises licence to be granted or varied in respect of this application made by

[name of applicant]

The Drinkup Group Limited

CONTINUED

concerning the supply of alcohol at

[name and address of premises to which application relates]

Drinkup Club  
111 Willow Road  
Enfield  
EN1 3BP

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number                      Application to be submitted  
[insert personal licence number, if any]

Personal licence issuing authority  
[insert name and address and telephone number of personal licence issuing authority, if any]

Licensing Unit, London Borough of Enfield,  
PO Box 57  
Civic Centre  
Silver Street  
Enfield  
EN1 3XH

Signed

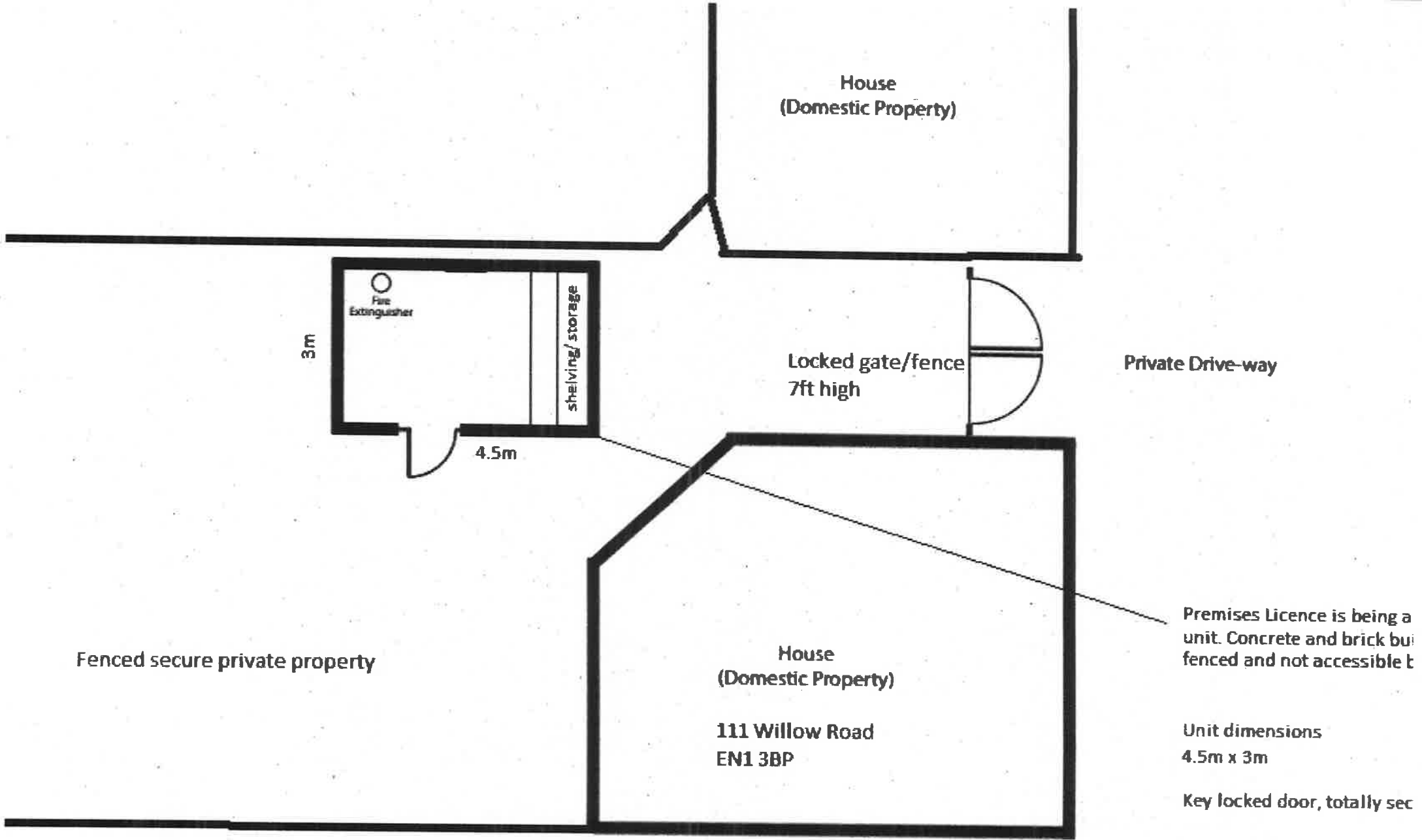


Name (please print)

Ritchie Llewellyn

Date

10/08/16



Scale 1:100

Business will adapt its operations. The DrinkUp Group will collect and deliver beverages (including alcoholic) required for events on a pre-order basis. Minimal storage will be required.

- Deliveries will be made from the premises between 2pm – 10pm
- Deliveries to the premises will be the residents of the residential address usually on their way home from work. No increased commercial vans necessary as we collect products. No later than 8pm.
- Late night service will be launched next year from an Industrial development
- Planning permission consultation will begin based on results of the premises license

## **Amendments to Application, Relevant to Representations**

### **CLLR – representations not deemed applicable**

**Inappropriate commercial development:** development already in place and in use for residential storage – has had no negative impact and will have no negative impact

**Burglary/crime risk:** creates no increased risk as site is secure and already used for storage

**Increased traffic:** not applicable, if storage is required will be home owners delivering themselves – will not have any vans making deliveries at all.

**Fire risk:** No large amounts will need to be stored. No more than currently stored for personal use

### **Licensing Authority – conditions met in full**

As outlined in original application -

- Alcohol sales will be transacted over the internet, customers will not purchase alcohol in person at the premises. – **condition 1**
- The 3 members of staff will be trained by the relevant DPS – **condition 2**
- Adequate controls will be in place to ensure that alcohol sales are only made and delivered to persons over the age of 18. – **condition 3**
- 'Think 25' will be incorporated at all stages - **condition 4**
- A written record of refused sales shall be kept on the premises and completed when necessary. Record available on request, for at least a year – **condition 5**

To add:

- All training relating to the sale of alcohol and the times and conditions of the premises licence shall be documented and records kept at the premises. These records shall be made available to the Police and/or Local Authority upon request and shall be kept for at least one year. – **condition 6**
- No deliveries shall be made to the premises between 21:00 – 07:00 – **condition 7**
- No deliveries shall leave the premises between 22:00 – 07:00 – **condition 8**

### **Police – conditions met in full**

**Noise:** Deliveries will be expected before 7pm, no deliveries made from premises after 10pm

**Protection of children:** As outlined, think 25 will be incorporated and photo I.D checked upon delivery

**Prevention of crime:** Delivery will be refused if we do not believe the receiver is fit and well enough to receive or under influence of drugs. Refusal/Incident book will be kept and available on request.



**LICENSING AUTHORITY REPRESENTATION**

This representation is made by Enfield's Licensing Enforcement Team and is made in consultation with and on behalf of the Trading Standards Service (inspectors of Weights & Measures), Planning authority, Health & Safety authority, Environmental Health authority and the Child Protection Board.

I confirm I am authorised to speak at any hearing on behalf of the Licensing authority, Trading Standards Service (inspectors of Weights & Measures), Planning authority, Health & Safety authority, Environmental Health authority, and Child Protection Board).

**Name and address of premises:** The Drinkup Group Limited  
111 Willow Road  
Enfield  
EN1 3BP

**Type of Application:** New Premises Licence

I certify that I have considered the application shown above and **I wish to make representations** that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the following reasons:

This is a new application for a distribution unit to allow the sale of alcohol (off sales only). Alcohol is only to be sold via a delivery service. Members of the public will not be permitted on the premises.

Activity	Proposed Time
Opening hours	14:00 – 04:00 everyday
Supply of alcohol (off)	14:00 – 04:00 everyday

**I wish to make representation on the following:**

- **Protection of Children from harm**
- **Prevention of Public Nuisance**

**Cumulative Impact Policy:**

This premises is not located in any of Enfield's Cumulative Impact Policy areas.

**Location:**

This premises is located in a residential garden on a solely residential street with houses either side. Although the public will not be permitted access to the premises deliveries will be made to and from the site. The Licensing Authority has serious concerns about potential noise disturbance to local residents in connection with vehicles arriving at and leaving the premise along with loading and unloading of bottles. Although the applicant has stressed that noise will be kept to a minimum ambient noise levels in solely residential areas during the early hours of the morning are considerable reduced and any residents who are attempting to sleep could be disturbed by this noise. The storage area is a brick built building with a garage style shutter at one end. It is located close to the back door of the residential building. When standing inside the building light can be seen coming in through the gaps around the shutter showing it is

likely to have poor sound insulation. The Licensing Authority believes that this sort of activity is more suitable in industrial units rather than residential properties.

**Planning:**

No planning application has been submitted for the change of use from residential for commercial storage and deliveries.

Without a full planning application to assess, it is not possible for planning officers to give a detailed response, except to say no permission is in place to begin the use, and as the property is residential in a residential location, the planning department would consider this proposal unacceptable and any application received would possibly receive an unfavourable decision.

**Conclusion:**

The Licensing Authority objects to this application due to its residential location.

If the Licensing Committee is minded to grant this licence in full or in part the Licensing Authority would recommend that the following conditions be attached to the licence in order to promote the licensing objectives:

- Alcohol sales will be transacted over the internet, customers will not purchase alcohol in person at the premises.
- All staff shall receive induction and refresher training (at least every three months) relating to the sale of alcohol and the times and conditions of the premises licence.
- All training relating to the sale of alcohol and the times and conditions of the premises licence shall be documented and records kept at the premises. These records shall be made available to the Police and/or Local Authority upon request and shall be kept for at least one year.
- Adequate controls shall be in place to ensure that alcohol sales are only made and delivered to persons over the age of 18.
- A 'Think 25' proof of age scheme shall be operated and relevant material shall be displayed on the website and all marketing material.
- A written record of refused sales shall be kept on the premises and completed when necessary. This record shall be made available to Police and/or the Local Authority upon request and shall be kept for at least one year from the date of the last entry.
- No deliveries shall be made to the premises between 21:00 – 07:00.
- No deliveries shall leave the premises between 22:00 – 07:00

I reserve the right to provide further information to support this representation.

If the conditions were accepted in full the Licensing Authority WOULD NOT withdraw this representation.

Duly Authorised: Charlotte Palmer, Senior Licensing Enforcement Officer

Contact: [charlotte.palmer@enfield.gov.uk](mailto:charlotte.palmer@enfield.gov.uk)

Signed:

A handwritten signature in cursive script that reads "Palmer".

Date: 30/08/2016

IP01

Annex 05

**From:** Cllr Michael Rye

**Sent:** 17 August 2016 18:00

**To:** Gill Aylott; FSR-AdminSupport@london-fire.gov.uk; tony.byford@london-fire.gov.uk; Local Safeguarding Children Board; Charlotte Palmer; Ellie Green; Anne Stoker; YE-Licensing@met.police.uk; Robert Oles; Glenn Stewart; Martin Rattigan

**Cc:** Cllr Joanne Laban; Cllr Jim Steven

**Subject:** RE: The Drinkup Group, 111 Willow Road, ENFIELD, EN1 3BP. WK/ 216035869 LDR: 12/9/16 Officer initials: GA [SEC=OFFICIAL]

This is an inappropriate commercial development in a residential road and estate that involves a business with deliveries being run from a residential address. The storage of alcohol in reasonable quantities, may result in burglary, and may pose a fire risk.

I would wish to oppose this application and trust that it will be refused as:

An inappropriate commercial development in a residential area

Increased traffic movements by vans large or small

Potential crime risk

Potential fire risk.

Kind regards,

Mike

Cllr. Mike Rye, OBE

Town Ward

Shadow Cabinet Member Adult Social Services

Telephone 02083511384

Twitter @MR4Town

Surgery: Mondays please ring/email for an appointment

1 P02  
Annex 06

**From:** Cllr Joanne Laban  
**Sent:** 23 August 2016 14:14  
**To:** Cllr Michael Rye; Gill Aylott  
**Cc:** Cllr Jim Steven  
**Subject:** RE: The Drinkup Group, 111 Willow Road, ENFIELD, EN1 3BP. WK/ 216035869 LDR:  
12/9/16 Officer initials: GA [SEC=OFFICIAL]

Dear Gill

This is an inappropriate commercial development in a residential road and estate that involves a business with deliveries being run from a residential address. The storage of alcohol in reasonable quantities, may result in burglary, and may pose a fire risk.

I would wish to oppose this application and trust that it will be refused as:

An inappropriate commercial development in a residential area

Increased traffic movements by vans large or small

Potential crime risk

Potential fire risk.

Many thanks  
Joanne

**Drinkup Group Ltd Conditions**

Annex 1 - Mandatory Conditions

The Mandatory Conditions are attached and form part of the Operating Schedule of your licence/certificate. You must ensure that the operation of the licensed premises complies with the attached Mandatory Conditions as well as the Conditions in Annex 2 and Annex 3 (if applicable). Failure to do this can lead to prosecution or review of the licence.

Annex 2 - Conditions consistent with the Operating Schedule

1. There shall be no adult entertainment or services, activities or matters ancillary to the use of the premises that may give rise to concern in respect of children.

**CONDITIONS OFFERED BY THE APPLICANT:**

2. Alcohol will only be sold for private parties and functions.
3. Alcohol stock will be packed and stored to ensure minimal noise.
4. Only small vans, not lorries, will make deliveries to the premises.
5. CCTV will be installed and maintained.
6. Only minimal amounts of low value alcohol will be stored at the premises.
7. The premises shall be securely locked and no stock will be visible from the outside.
8. Alcohol will only be delivered to the delivery address provided by the customer when the order is placed. Full address details, including postcode, will be taken when placing an order.
9. Alcohol will only be delivered to the adult who placed the order and whose name appears on the payment card, and that adult must sign upon receipt of the delivery.
10. Online payments will be secure and verified via a suitable safe online merchant
11. Delivery will be refused if the driver considers the person receiving the delivery to be under the influence of alcohol or drugs.

12. Delivery will be refused if the driver believes the alcohol has been purchased on behalf of another person who is under 18.
13. Customers will be reminded within the terms and conditions that it is a criminal offence for a person under 18 to purchase or attempt to purchase alcohol and that it is also an offence to purchase alcohol on behalf of a person under 18.
14. Deliveries not made for any of the reasons stated above, the driver will return the order to the premises.
15. Terms and conditions on the website will state 'we reserve the right to refuse any orders at our sole discretion'.
16. Responsible drinking will be considered at all times and alcohol will not be supplied if for any reason the team feel alcohol would affect the safety of any person or persons.
17. Access to the premises will be limited to persons known to and approved by The Drinkup Group Limited.
18. Limited repackaging of alcohol will be undertaken within the premises, boxes of alcohol or gift packs will be dispatched by courier to the customer who has ordered over the internet.
19. No consumption of alcohol will take place within the premises.
20. Staff/drivers will be instructed on noise minimisation.
21. Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence or passport.
22. Deliveries will only be delivered to a genuine address.
23. No deliveries shall be made to the premises between 21:00 and 07:00.
24. No deliveries shall be made from the premises between 22:00 and 07:00.

**CONDITIONS SOUGHT BY THE LICENSING AUTHORITY AND AGREED BY APPLICANT:**

25. Alcohol sales will be transacted over the internet, customers will not purchase alcohol in person at the premises.

26. All staff shall receive induction and refresher training (at least every three months) relating to the sale of alcohol and the times and conditions of the premises licence.

27. All training relating to the sale of alcohol and the times and conditions of the premises licence shall be documented and records kept at the premises. These records shall be made available to the Police and/or Local Authority upon request and shall be kept for at least one year.

28. Adequate controls, such as an online age verification system, shall be in place to ensure that alcohol sales are only made and delivered to persons over the age of 18.

29. A 'Think 25' proof of age scheme shall be operated and relevant material shall be displayed on the website and all marketing material.

30. A written record of refused sales shall be kept on the premises and completed when necessary. This record shall be made available to Police and/or the Local Authority upon request and shall be kept for at least one year from the date of the last entry.

**CONDITIONS PROPOSED BY METROPOLITAN POLICE AND AGREED BY APPLICANT:**

31. An incident book will be completed and kept and made available to Police and/or the Local Authority upon request and shall be kept for at least one year from the date of the last entry.

32. Upon delivery all persons accepting the alcoholic goods purchased will have their photographic identification checked to ensure they are 18 years or over and the goods are to be signed for by that person. Only Passports, photographic driving licenses or ID displaying the PASS logo (Proof of Age Standards Scheme) may be accepted.

Annex 3 - Conditions attached after a hearing by the Licensing Authority