

Additional Information about the application – NEZ 418c Watford Way London NW72QJ

Dear Resident,

We are a family run business and also live in the London Borough of Barnet. It is not our intention to allow the local area to become a crime hot spot, or attract people to our premises who act other than in a considerate and polite way to local residents.

Our application for a new premises licence has attracted a number of representation's (objections) Unfortunately some of the objections are based on points about the hours and activities that are not correct.

We hope that the following information will be of assistance to you, and set the record straight. The information sets out the facts of the application, how we intend to operate the premises, and the conditions we have asked to be attached to the licence to ensure that the 4 licensing objectives are fully promoted.

We hope that after reading this you will consider withdrawing your representation and communicate this to the Licensing Team.

If you have any questions, or require additional information, please email or ring our licensing consultant Mark Altman, his contact details are contained in the footer.

It is very important to note that even if this application was refused, no licence, or other permission, is required for these premises to operate 24 hours a day e.g. for sale of general supermarket goods.

Whilst we are currently not open later than midnight, our business model does incorporate an option to do this at a later stage. Before doing so we have taken the decision to close no later than midnight, until we have had the opportunity to assess the dynamics and viability of operating the extended hours.

More importantly the licensable activity we have requested does not allow alcohol to be sold for consumption, on, or off, the premises after midnight.

Licensable Activity on every day:

- 1) Off sales of alcohol between 8am & midnight.
- 2) Specific limited on sales of alcohol, only in the café area, between 10am and midnight (see conditions 7 & 8)
- 3) Late-Night Refreshment between 11pm and 5am the following day. No one may be seated in the premises to consume hot food or drink, and we do not have a kitchen, so the products will mainly be hot drinks and possibly some re-heated (microwave) food

Information provided to the Police - Operating schedule – Description

Family owned and run specialist supermarket with separate areas comprising of a butchers' shop and café.

The premises will offer both on and off sales. The on sales are very specific, with alcohol only being sold and supplied as a spirit, syrup, or liqueur-based product and served as part of a tea, coffee, milk or juice drink. These drinks will only be served for consumption on the premises, to customers who are seated in the café area as shown by a blue boundary on the plans.

The premises are currently open between 7:30 am and midnight. These times will initially continue if the licence is granted. However, the business plans also incorporate a 24-hour operation for activity that doesn't require an authorisation.

Off sales of alcohol will be restricted between the hours of 8am and midnight, with the limited offering of on sales taking place between 10am and midnight.

It is not anticipated that any significant quantities of alcohol will be sold for consumption on the premises, and due to the conditions restricting such sales, and that alcohol is only an accompaniment added to a specific drink. It is highly unlikely that any of the licensing objectives will be compromised.

High value alcohol including all spirits will be kept behind the checkout counter/till to the front left as you enter the premises, including most of the wine selection. Certain alcoholic beverages will be placed in one of the chiller units a sufficient distance away from the entrance, and in a position that is fully covered by at least one of the cameras in the multi camera CCTV system. This chiller can be closed with a screen shutter at times when off sales are not permitted, and suitable notices will be displayed to explain this to customers.

The late-night refreshment will initially only be between 11pm and midnight, although future plans allow for the operation to be a 24 hour one, and they would like the flexibility to primarily sell hot drinks, and a few reheated food offerings. These are restricted to the cafe area, and after midnight will only be available for take away. This is not going to be a fully blown take away section as there is no commercial kitchen or suitable preparation area for this, and it is not the intention of the applicant to run such an operation.

The following 7 conditions have been offered to promote the licensing objectives:

- 1)** - A CCTV system must be installed and operational at all times when the premises is open to the public. The system will comply with the following:
 - a) The system will incorporate camera(s) covering the entrance door, internal licensed area, serving/till area and any other area used for sale or consumption of alcohol. It must be capable of recording an image which on playback is of a sufficiently high quality to allow accurate identification of the subject matter recorded.
 - b) The system will incorporate a recording facility and any recording will be retained and stored in a suitable and secure format for a minimum of 31 days, and made available for inspection on the lawful and reasonable request of a Police officer, or an authorised officer from the licensing authority. This is subject to compliance with Data Protection Legislation.
 - c) The system must have a suitable facility to export the recorded images to a common format that is easily read by standard devices, e.g. CD/DVD/USB Stick. The system must also have a facility whereby the recordings can be reviewed on a monitor or similar device at the premises.
 - d) The correct date and time must be recorded as part of the image
 - e) If for whatever reason the CCTV system is not operating in accordance with these conditions, both the Police and Council Licensing officers must be immediately informed via email. Details of the problem affecting the CCTV and when this is likely to be fixed must be contained within this email. In these circumstances the temporary suspension of the CCTV condition will be considered, and following this a response will be sent by either the Police or Licensing Authority to the premises licence holder.

- 2)** - All staff directly involved with sale of alcohol on the premises shall receive appropriate training in the legislation and age restricted sales:
 - a) Induction training which must be completed and documented prior to the sale of alcohol by any person at the premises.
 - b) Refresher training at intervals of no more than 6 months.A record of this training must be kept at the premises and made available for inspection on the lawful and reasonable request of a police officer or an authorised officer from the licensing authority.

- 3)** - All refusals of alcohol sales will be recorded in an easily retrievable format, and made available for inspection on reasonable demand by Police Officers or Authorised Officers from the London Borough of Barnet.

- 4)** - All significant incidents including calls made to the emergency services will be recorded in an in an easily retrievable format and made available for inspection on reasonable demand by Police Officers or Authorised Officers from the London Borough of Barnet.

- 5)** - Appropriate and adequate signage will be placed at the entrance and exit of the premises informing customers not to loiter in the area, consume alcohol outside or discard litter.

- 6)** - External monitoring shall be carried out by the premises licence holder to dissuade customers from causing any issues and the immediate area outside the premises will regularly be cleared of any litter originating from the premises.

- 7)** - Appropriate measures of Alcoholic syrup, liqueur or spirit will only be sold for consumption on the premises in the café area, as shown on the plans. The alcohol will only be sold as part of a tea, coffee, milk (shake) or fruit/vegetable juice-based drink. No other forms of alcohol will be permitted to be sold for consumption on the premises.

8) - Drinks containing alcohol, as outlined at condition 7, will only be sold between 10am and midnight on every day, and will only be served to people seated at a table.

9) - A challenge 25 "proof of age" scheme will be implemented, unless a different "best practice" scheme is requested by the Police or Licensing Authority.