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PREMISES LICENCE

Premises licence number	06/00825/LIPREM
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Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description including Post Town and Post Code	
Collect & Go Wines 882 London Road Thornton Heath CR7 7PB	
Telephone number	0203 303 8784

Where the licence is time limited the dates
N/a

Licensable activities authorised by the licence
The sale by retail of alcohol – Off the premises.

The times the licence authorises the carrying out of licensable activities
The sale by retail of alcohol – Off the premises Monday to Sunday 0700 hours until 0000 hours (midnight)

The opening hours of the premises
Monday to Sunday 0630 hours until 0000 hours (midnight)

Where the licence authorises supplies of alcohol whether these are on and/or off supplies
Off

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Mrs Gayathri Satheeswaran

Registered number of holder, for example company number, charity number (where applicable)

N/a

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Kugathas Satheeswaran

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Personal Licence No.:

Licensing Authority:

Date Original Licence Granted: 06.06.2006

Date this licence valid from: 10.12.2014



**Trading Standards and Licensing Manager
Planning & Environment Department**

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Annex 1 - Mandatory conditions

This licence is granted subject to the terms of the Licensing Act 2003

1. No supply of alcohol may be made under the premises licence a) at a time when there is no designated premises supervisor in respect of the premises licence, or b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
(2) The policy must require individuals who appear to the responsible person* to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.

*Responsible person is defined in the Licensing Act 2003 as 'the holder of a premises licence, designated premises supervisor, a person aged 18 or over who is authorised to allow the sale or supply of alcohol by an under 18 or a member or officer of a club present on the club premises who can oversee the supply of alcohol'.

4. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
 - (a) a holographic mark, or
 - (b) an ultraviolet feature.

Annex 2 - Conditions consistent with the Operating Schedule

1. The premises CCTV system shall operate 24 hours a day and tapes shall be kept for a period of 28 days.
2. A record shall be kept of all complaints made relating to noise and disorderly conduct.
3. Photographic proof of age will be required to be shown by anyone seeking to purchase alcohol who appears to be under 21 years of age.

Annex 3 - Conditions attached after a hearing by the licensing authority

N/a

Annex 4 – Plans

Attached

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* required information

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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	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	882 London Road	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.

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Applicant Details

* First name	Gayathri	
* Family name	Satheeswaran	
* E-mail	licensingervicesagency@ntlworld.com	
Main telephone number		Include country code.
Other telephone number		

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

Is 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.

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Standard Days And Timings

MONDAY

Start

End

Start

End

Provide 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

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.

None

Continued from previous page...

TRAINING OF ALL STAFF ON THE PREMISES TO ENSURE THAT THEY UNDERSTAND AND ADHERE TO THE LAW RELATING TO THE SALE OF ALCOHOL. REFRESHER TRAINING WILL BE GIVEN ON A REGULAR BASIS AND TRAINING RECORDS WILL BE KEPT AND MADE AVAILABLE TO POLICE OR COUNCIL OFFICIALS ON REQUEST

b) The prevention of crime and disorder

CCTV INSTALLED THAT MEETS THE STANDARDS REQUIRED BY THE POLICE, AND MAINTAINED SO FULLY OPERATIONAL AT ALL TIMES. RECORDINGS TO BE KEPT IN ACCORDANCE WITH POLICE GUIDELINES, FOR A MINIMUM OF 31 DAYS AND TO BE MADE AVAILABLE TO POLICE/COUNCIL OFFICERS IF REQUIRED.

ALARM SYSTEM IN PLACE
SHUTTERS AT FRONT WINDOWS

c) Public safety

ALL STAFF TRAINED TO DEAL WITH ANY OUTBREAK OF FIRE AT THE PREMISES. FIRE EXTINGUISHERS INSTALLED AND REGULARLY SERVICED IN ACCORDANCE WITH FIRE AUTHORITY GUIDELINES TO COMPLY WITH ANY REQUIREMENTS OF THE FIRE AUTHORITY

d) The prevention of public nuisance

ANYONE WHO IS DRUNK OR UNDER 18 OR APPEARS TO BE BUYING ALCOHOL FOR SOMEONE WHO IS DRUNK OR UNDER 18 WILL BE REFUSED THE SALE OF ALCOHOL

e) The protection of children from harm

CHALLENGE 25 TO BE OPERATED AT ALL TIMES, AND ANYONE ATTEMPTING TO BUY ALCOHOL WHO APPEARS TO BE UNDER THE AGE OF 25 WILL HAVE TO PROVIDE PHOTO ID IN THE FORM OF AN INDUSTRY APPROVED PROOF OF AGE ID CARD WITH PASS LOGO, PASSPORT OR PHOTO DRIVING LICENCE TO PROVE THAT THEY ARE 18 OR OVER. SIGN TO BE DISPLAYED AT POINT OF SALE - 'NO PROOF OF AGE - NO SALE'. A REFUSALS/INCIDENT BOOK, DETAILING ALL INCIDENTS WHERE ALCOHOL AND OTHER AGE RELATED PRODUCTS ARE REFUSED, AND ANY OTHER RELEVANT INCIDENTS, IS TO BE KEPT AND MADE AVAILABLE TO AUTHORISED OFFICERS ON REQUEST.

Section 17 of 17

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.

Variation 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 £8700 £315.00

Band D - £87001 to £12500 £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 £12500 £900.00

Band E - £125001 and over £1,905.00

If you own a large premise 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

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Representations On Behalf Of The Commissioner For The Metropolitan Police

Police Objection

Application for a variation of a Premises Licence

**Collect & Go Wine
882 London Road
Thornton Heath
Croydon
CR7 7PB**

- **Prevention of Crime and Disorder**

These representations are based on Croydon Councils Statement of Licensing Policy published in 2013.

They are based on the principals set out in the policy taking into account the measures set out between 4.10 to 4.31

This application is for a material variation to increase the hours by which alcohol may be sold off the premises. The application is for an extra 2 hours Monday to Sunday midnight until 2am.

This off-licence falls directly in the middle of an area of London Road designated as a Cumulative Impact Zone, starting at Broughton Road to the south and ending at Melrose Avenue to the north.

It is in plain sight of 3 other licensed premises authorised for the sale of alcohol off premises.

Whilst this premises itself is not the generator of crime and disorder it is widely accepted that there is a direct link to the supply and availability of alcohol to crime, disorder and anti- social behaviour. It is my submission that you cannot reduce this if the availability of alcohol is increased in areas already designated as areas of saturation.

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now purchase alcohol from supermarkets and shops. Croydon has seen a 12% increase in the number of off licences and a 20% decrease in the number of pubs^v. This indicates a significant shift in sales of alcohol from the "on" trade to the "off trade". The Licensing Authority wish to ensure that the policy recognises this shift in drinking patterns. There is a good evidence base^{vi} that effective interventions to reduce the negative impacts of alcohol are those that restrict the ease of acquiring alcohol itself . This can be achieved by increasing the cost of alcohol but also reducing the hours and days of sale and by restricting the number of outlets.

In a recent (August 2013) business and consumer survey conducted by the Croydon Town Centre Business Improvement District^{vii}, street drinking was identified as a problem by 28% of consumers of whom 5% thought that it was a priority to improve. This view was shared by local businesses for whom street drinking at night was also a cause for concern with 71% considering this as needing improvement or a priority; street drinking during the day, while less pronounced in terms of responses was also a concern at 65%

This application is not based on any aspect of diversity or cultural need, therefore the Metropolitan Police request that this application be refused.

Darren Rhodes PC194ZD
Licensing Officer
Croydon Police Station

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16-Feb-2016

