

**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 Lidl UK GmbH

(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 409-411 Beulah Hill			
Post town	London	Postcode	SE19 3HD

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£

Part 2 - Applicant details

Please state whether you are applying for a premises licence as Please tick as appropriate

- | | | |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |
| iii as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) a recognised club | <input type="checkbox"/> | please complete section (B) |
| d) a charity | <input type="checkbox"/> | please complete section (B) |

- 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 (by ticking yes to one box below):

- 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)	
Surname			First names		
Date of birth over		I am 18 years old or		<input type="checkbox"/>	Please tick yes
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

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)	
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Surname		First names	
Date of birth over		I am 18 years old or <input type="checkbox"/> Please tick yes	
Nationality			
Current postal address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(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.

Name Lidl UK GmbH
Address 19 Worple Road London SW19 4JS
Registered number (where applicable) FC017929
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any) 01934 523121
E-mail address (optional) licensing@lidl.co.uk

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Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
2 3	0 6	2 0 1 7

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)

Supermarket

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

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

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

- | | |
|---|----------------------------|
| Provision of regulated entertainment (please read guidance note 2) | Please tick all that apply |
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

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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

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	07:00	23:00			
Tue	07:00	23:00			
Wed	07:00	23:00			
Thur	07:00	23:00			
Fri	07:00	23:00			
Sat	07:00	23:00			
Sun	07:00	23:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Rebecca Bough	
Date of birth [REDACTED]	
Address [REDACTED] [REDACTED]	
Postcode	BS20 7NJ
Personal licence number (if known) NSC22175	
Issuing licensing authority (if known) North Somerset Council	

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 9).

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	07:00	23:00	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 (please read guidance note 6)
Tue	07:00	23:00	
Wed	07:00	23:00	
Thur	07:00	23:00	
Fri	07:00	23:00	
Sat	07:00	23:00	
Sun	07:00	23:00	

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 10)

All staff are trained and are aware of the Licensing Legislation, especially in relation to the prevention of underage sales. They are required to sign a register confirming that they have undertaken training and are aware of their responsibilities. Training is repeated at frequent intervals, at least bi-annually. Any person found to be in breach of the Company alcohol policy is subject to disciplinary proceedings. Notices are displayed in the premises advising of the licensing legislation.

b) The prevention of crime and disorder

The operators of the premises will maintain a good relationship with the local police and other relevant authorities
A comprehensive digital CCTV system to be installed giving storage of images for a period of not less than 28 days. Images can be provided on to removable media to authorised bodies with 48 hours notice

c) Public safety

Fire safety equipment is provided at the premises, and staff are trained on the use of this equipment

d) The prevention of public nuisance

e) The protection of children from harm

If anyone attempting to purchase alcohol appears to be under 25 the on duty manager is called. The manager will only accept photographic ID as proof of age (passport, photo driving licence or PASS card). If no ID is provided no sale takes place.

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.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).


IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none"> • [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).
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	<ul style="list-style-type: none"> The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	
Date	11.05.2017
Capacity	Licensing Manager

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). 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 14) Lidl UK GmbH Licensing Locking Castle Business Park West Wick			
Post town	Weston Super Mare	Postcode	BS24 7TG
Telephone number (if any)	01934 523121		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) licensing@lidl.co.uk			

Notes for Guidance

- 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.
- In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.

- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;

- any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.
3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
 4. 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.
 5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
 6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
 7. Please 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.
 8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
 9. Please 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 or the presence of gaming machines.
 10. Please list here steps you will take to promote all four licensing objectives together.
 11. The application form must be signed.
 12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
 13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
 14. This is the address which we shall use to correspond with you about this application.
- 15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this by providing with this application copies or scanned copies of the following documents (which do not need to be certified).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the

right of abode in the UK [please see note below about which sections of the passport to copy].

- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.**
- A **full** birth or adoption certificate issued in the UK which includes the name(s) of at least one of the holder's parents or adoptive parents, **when produced in combination with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.**
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.**
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.**
- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.

- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 17(3) or 18A (2) of the Immigration (European Economic Area) Regulations 2006, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

From: [REDACTED] [mailto:[REDACTED]]
Sent: 21 June 2017 11:29
To: LICENSING <LICENSING@croydon.gov.uk>
Subject: Lidl- 409 Beulah hill,London,se19 3hd

Hi,I would like to object for an alcohol licence to be granted for the above premises as follows.

1)there are enough off licenses with in fifty meters of the proposed site.ie 5 different locations.

2)competition is maximised within the area and a lidle would only cause low cost competition and thus crime disorder and antisocial behaviour

3)having so many off licence in an over populated area will result in noise nuisance and antisocial behavior.

When will council refuse application in a very unnecessary environment as it needs to be demonstrated by not allowing large multiples to push through application as they request ?

[REDACTED]
[REDACTED] Knights Hill
West Norwood
[REDACTED]



Pillinger
& Associates

Mr [REDACTED]
[REDACTED] Knights Hill
West Norwood
London
[REDACTED]

4th July 2017

Dear Mr [REDACTED]

RE: Lidl, Beulah Hill, London SE19 3HD

I am instructed by Lidl U.K. GmbH in respect of the application for a new premises licence at Beulah Hill. As such I have had sight of your correspondence to the council making representations.

The purpose of this correspondence is to respond to the issues raised by you and to ask that you consider withdrawing your representations.

At the outset, I would like to confirm that as a national operator Lidl take their responsibilities regarding the sale of all age restricted products, and particularly the sale of alcohol, very seriously. They have extensive policies and procedures that are in place across all stores throughout the country.

An important policy at all Lidl stores relates to the control of the sale of alcohol. All staff are trained prior to making sales of alcohol. The training includes the prevention of underage sales, proxy purchasing, sales to street drinkers, sales to persons under the influence of alcohol, conflict resolution, the Challenge 25 policy and acceptable forms of identification. This training is provided on a national basis and is followed up by assessments and ongoing refresher training every 6 months. All staff must sign an Alcohol Policy Register confirming that they have understood the training and that they will comply with the procedures. They are made aware that any breach of procedure is considered to amount to misconduct which may, in some cases, lead to dismissal for gross misconduct. Training records for all training attended by employees is kept at a central location to ensure that it is easily accessible for all employees, even if they are working at a different store.

Lidl stores are located in various locations throughout the country, including town centres, city centres and out of town retail parks. Lidl work with the local police and the local authorities in such areas to operate a zero-tolerance approach to persons attempting to purchase alcohol where they are not legally entitled to do so. They also ensure that staff are trained to spot proxy sales to ensure that alcohol is not improperly obtained by this method. It soon becomes clear to people in the vicinity of a new Lidl that they will not be able to illegally obtain alcohol from the store.

[REDACTED] Alcester, Warwickshire. B49 5BU

T: [REDACTED] M: [REDACTED] E: amanda@pillingerandassociates.co.uk

In order to ensure compliance with their policy relating to the sale of alcohol, Lidl operate an extremely effective procedure. This procedure ensures that there is tight control over the sale of alcohol, it ensure that all customers are quickly made aware of the zero-tolerance approach taken by Lidl and it avoids potential conflict at the checkout. In circumstances where a person operating a check-out believes that the customer is a street drinker, is under 25, is attempting a proxy purchase or is under the influence of alcohol they are not required to challenge the customers themselves. Instead they are required to press a call button alerting the Duty Manager. The Duty Manager will then approach the customer and will make further enquiries to ascertain whether the sale should be refused. Clearly if the person is suspected to be under 25 then these enquiries will involve requesting identification with proof of age. In other cases the Duty Manager will be fully aware of the restrictions relating to the sale of alcohol and will refuse the sale if appropriate. It is therefore for the Duty Manager that makes the decision to refuse the sale and not the check-out operator. All Duty Managers will either hold a personal licence or will be working towards a personal licence. Lidl have found this procedure to be particularly effective in controlling the sale of alcohol.

Lidl also install high quality digital CCTV systems in their stores. They install a system that has been approved by Police Forces throughout the country. As such, in the event that alcohol is sold to street drinkers, persons under the age of 25 or persons under the influence of alcohol, footage of this sale will be available.

Another security feature of a Lidl store is that the main alcohol display is located on the wall that is furthest from the entrance. This is a deliberate design feature as it ensures that any person looking to purchase alcohol must walk through the entire store. This clearly discourages shoplifting. Other than special promotions, alcohol is only displayed in the one aisle in the store. The vast majority of the store will therefore be used to display groceries and general household goods.

I hope that these assurances allay the concerns that you raised in your correspondence. In addition, no representations have been received from the police or other responsible body raising concerns about the application.

I note that your correspondence also contains reference to other premises in the area that are licensed to sell alcohol. In particular you refer to the fact that competition is maximised in the area and there are enough off licences within 50 meters of the proposed site. In that regard I refer you to the following section of the Croydon Licensing Policy:-

4.10 The Council will not take 'need' into account when considering an application, as this concerns 'commercial demand' and is a matter for the planning process and the market.

I also refer you to paragraph 14.19 of the guidance issued by the Government under s.182 of the Licensing Act 2003. This states:-

There can be confusion about the difference between the "need" for premises and the "cumulative impact" of premises on the licensing objectives, for example, on crime and disorder. "Need" concerns the commercial demand for another pub or restaurant or hotel and is a matter for the planning authority and for the market. This is not a matter for a licensing authority in discharging its licensing functions or for its statement of licensing policy.

Given the content of the attached article, I understand that you are the operator of one of the nearby premises. In the event that your representation is not withdrawn, I will therefore invite

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the committee to consider your representation as amounting to a trade objection more focused on loss of trade and possible competition than the four licensing objectives referred to within the Licensing Act 2003.

I would be grateful if you would consider the content of this letter and contact the local authority as soon as possible if you are minded to withdraw your representation.

Yours sincerely



Amanda Pillinger

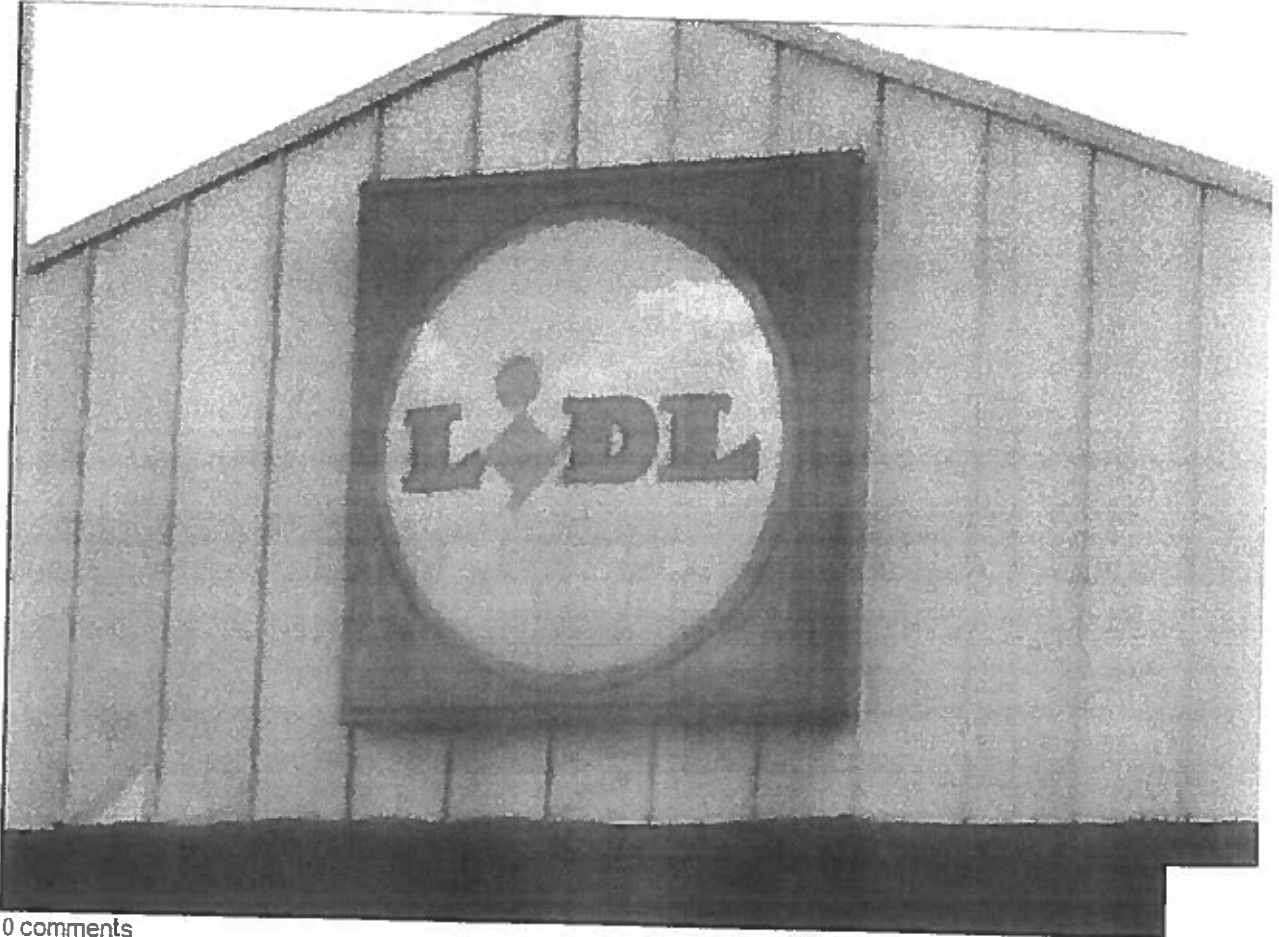
For and on behalf of
Pillinger & Associates

FROM YOUR LOCAL GUARDIAN

29th July 2014

Battle lines drawn over plans for Lidl in Upper Norwood

Chris Baynes [See Baynes](#) Content editor - Croydon + Sutton



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Budget food store chain Lidl has drawn up fresh plans to open in Upper Norwood after seeing unpopular proposals for a new store rejected earlier this year.

The German retail giant is preparing to submit a new planning application to open the shop in Beulah Hill, at Crown Point, at the site of a former car dealership.

Croydon Council's planning committee turned down proposals for the shop, which 502 people signed a petition opposing, in February.

Critics feared the store would damage local businesses, worsen traffic congestion and put motorists and schoolchildren at risk.

But Lidl believes amended blueprints for the development, which would include six two-bedroom flats above the shop and a car park, will win approval thanks to an altered design that will "improve its relationship with the streetscene and its impact on the conservation area".

The original plans received 33 supporting representations and 14 formal objections on top of the petition.

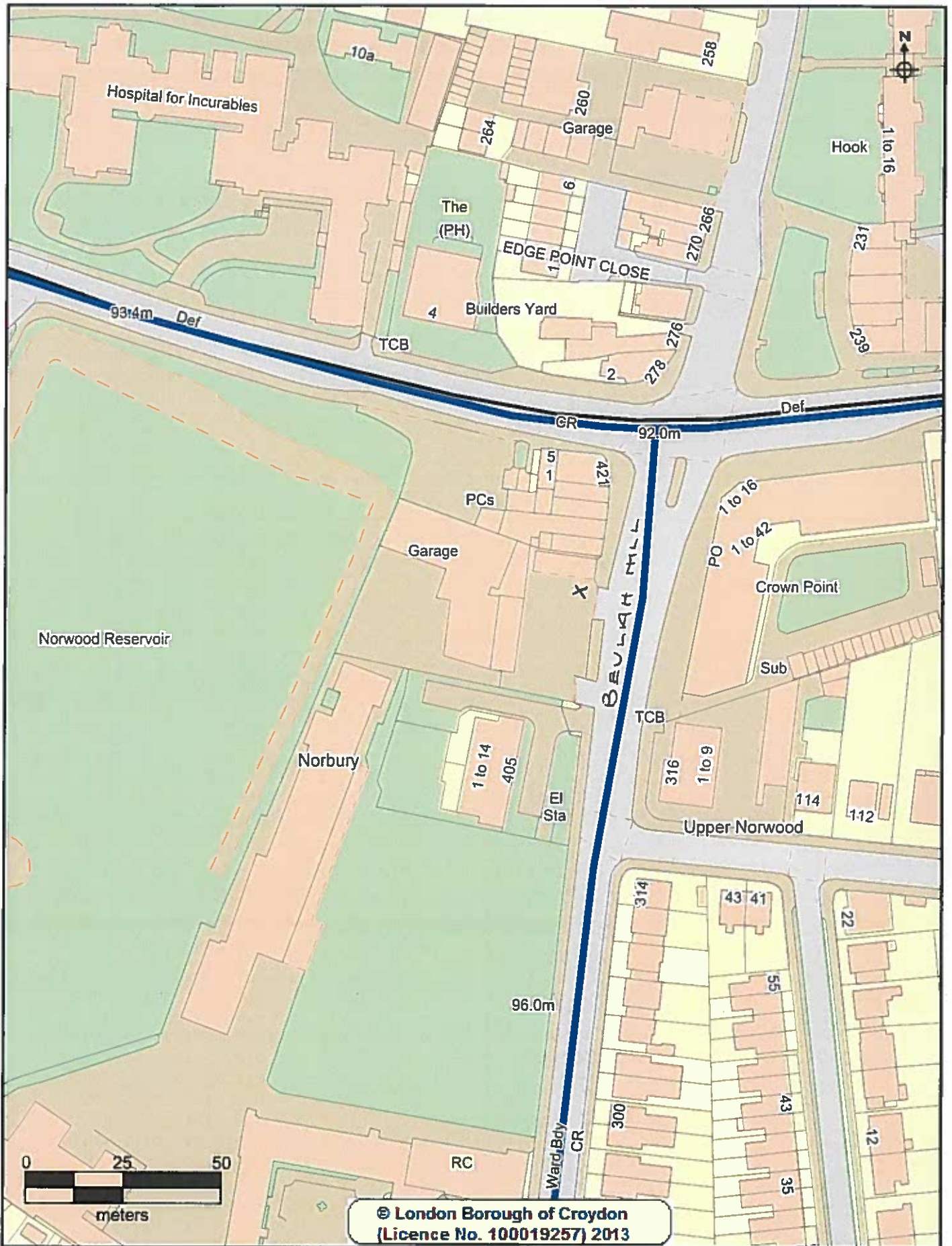
All three Upper Norwood councillors objected to the plans, which were rejected unanimously by the committee on the grounds they failed to preserve the appearance of the Norwood Grove Conservation Area.

[REDACTED], manager of [REDACTED] said Lidl opening would "kill off" neighbouring shops.

He said: "The area just does not need it. We took a bashing when Tesco opened next to us, now Lidl would kill off all our trade. It is not acceptable."

Coun John Wentworth said he would continue to oppose the store because the new plans did not address concerns about traffic.

He said: "Our position was not against the Lidl itself. It is an extremely busy junction and lots of residents have real concerns that it would cause traffic chaos."



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X = 409-411 BEULAH HILL