

## New Premises Licence

### Premises Details

Premises Address \*

ACCESS SELF STORAGE 13 WHITESTONE WAY  
CROYDON CROYDON CR0 4WF

Telephone number at premises (if any)

Non-domestic value of premises. \*

£ 0

### Applicant Details

I/We 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.

Please state whether you are applying for a premises licence as:

a person other than an individual -as a limited company/  
limited liability partnership

### Applicant Details

If you are applying as a person described in one of the above please confirm: \*

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

### Other Applicant (Non Individual)

Name \*

SV & SD Limited

Registered Address \*

Town/City \*

Croydon

County

## Other Applicant (Non Individual)

A1

Postcode *	<del>00000</del>
Registered Number (where applicable)	
Description of applicant (for example partnership, company, unincorporated association, etc) *	Limited company
Telephone Number	
Email *	<del>00000@00000.com</del>

## Operating Schedule

When do you want the premises licence to start? *	21/07/2023
If you wish the licence to be valid only for a limited period, when do you want it to end?	
Please give a general description of the premises. *	See enclosed schedule letter.
If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.	

## Operating Schedule

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 read guidance note 2) \*

Plays

Films

Indoor Sporting Events

Boxing or Wrestling

Live Music

## Operating Schedule

A1

- Recorded Music
- Performances of Dance
- Anything of a similar description falling under Music or Dance
- Provision of late night refreshment
- Supply of Alcohol

## Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)\*  
Please enter times in 24hr format (HH:MM)

Day *	Every Day
	09:00
	06:00

## Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *	Off the premises
Is the premises used exclusively or primarily for supply of alcohol for consumption on the premises? *	No
State any seasonal variations for the supply of alcohol. (please read guidance note 5)	None
Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed?(please read guidance note 6)	None

## Designated Premises Supervisor

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)

## Designated Premises Supervisor

Title *	Mr <span style="float: right;">A-1</span>
First name *	Dhrupeshkumar
Surname *	Patel
Street address *	<del>XXXXXXXXXX</del>
Town/City *	Croydon
County	
Postcode *	<del>XXXXXX</del>
Personal Licence Number (if known)	EEBC/10/00256/LAPER
Issuing Licensing Authority (if known)	Epsom and Ewell

## Adult Entertainment

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).

None
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## Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) \* Please enter times in 24hr format (HH:MM)

Day *	Every Day
	09:00
	06:00

## Opening Hours

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State any seasonal variations. (please read guidance note 5)

None

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note 6)

None

## Licensing Objectives

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)

See schedule letter for complete details.

b) The prevention of crime and disorder

See schedule letter for complete details.

c) Public safety

See schedule letter for complete details.

d) The prevention of public nuisance

See schedule letter for complete details.

e) The protection of children from harm

See schedule letter for complete details.

## Declarations

Declaration Type \*

Sole Applicant - Individual or Other

## Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand 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 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.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.

**Declarations**

A1

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).

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).

Full Name \*

Joshua Simons &amp; Associates

Date \*

20/06/2023

Capacity \*

Authorised Agent

Declaration made

Do you wish to provide alternative correspondence details? \*

Yes

**Joint Applicant Declaration**

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand 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 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.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected. For joint applications 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 you are authorised to sign/apply. When submitting an online application form the 'Declaration made' checkbox must be selected.

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).

**Joint Applicant Declaration**

A1

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).

Full Name \*

SV &amp; SD Limited

Date \*

20/06/2023

Capacity \*

Applicant

Declaration made

For joint notifiers or second notifiers solicitor or other authorised agent (please read guidance note 3). If signing on behalf of the notifier please state in what capacity you are authorised to sign/apply. When submitting an online application form the 'Declaration made' checkbox must be selected. 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.

Full Name \*

Joshua Simons &amp; Associates

Date \*

20/06/2023

Capacity \*

Declaration made

Do you wish to provide alternative correspondence details? \* Yes

**Alternative Correspondence**

Please provide Contact Name and postal address for correspondence associated with this application.

Title

Mr

First name

Joshua Simons &amp; Associates

Surname

Limited

## Alternative Correspondence

AI

Street address *	Imperial Business Park, Building 4
	Maxwell Road
Town/City *	Borehamwood
County	
Postcode *	WD6 1JN
Telephone Number	<del>01923 212345</del>
Email *	<del>simons@joshuasimons.co.uk</del>

## Email confirmation

On submission an email confirmation will be sent using the details below

Forename	Joshua Simons & Associates
Surname /Company Name	Limited
Email *	<del>simons@joshuasimons.co.uk</del>
Telephone	<del>01923 212345</del>



**Associate Consultants:**

Ken Macleay  
 Philip Andrews  
 Mark Altman  
 Brian Crouch – Legal Advisor

**Joshua Simons & Associates Ltd**

Imperial Place  
 4 Maxwell Road  
 Borehamwood  
 Hertfordshire  
 WD6 1JN.

Dispatch: via Croydon online application portal

**ADDRESEE:**

Croydon Council  
 Licensing Authority

Telephone:  
 Fax:  
 Email:

Your ref:

Our ref: PRE-LIC-APP-UNIT-2202-CR0-4WF

Date: 20/06/23

Dear Licensing Authority,

**LICENSING ACT 2003 - APPLICATION SCHEDULE LETTER TO APPLY FOR A NEW PREMISES LICENCE – Unit 2202, Access Self Storage, 13 Whitestone Way, Croydon, CR0 4WF.**

I enclose a schedule letter that provides the information listed below, it is envisaged these details should provide clarification on the proposal and how it is to be operated by the applicant.

- (i) details of the proposal
- (ii) licensable activity and proposed days and timings
- (iii) licence conditions

Should the authority or other responsible authorities or interested parties have any queries please email [jsimons@jsaal.co.uk](mailto:jsimons@jsaal.co.uk)

**Sincerely**



**Joshua Simons**  
**Principal Licensing Agent, Joshua Simons & Associates Limited**

Mobile: ~~07223423423~~

Fax: ~~02032832000~~

Email: ~~jsimons@jsaal.co.uk~~

Address: Imperial Business Park, 4 Imperial Place, Maxwell Road, Borehamwood, Hertfordshire, WD6 1JN.

Registered in England & Wales under Company Number: 8030680

VAT Number 154 176 021.

**Proposed control measures to be included as licence conditions on an application for a new premises licence. Version: Final -1**

SV & SD Limited - Unit 2202, Access Self Storage  
13 Whitestone Way,  
Croydon, CR0 4WF

**Key to colour text**

~~Red text~~ = Conditions extracted and edited from Croydon SOLP

~~Blue Text~~ = Conditions proposed by the licensing agent

**Details of the application**

**1.0 - Proposal**

The applicant is proposing to retail alcohol (off sales) as an online only business via third party websites such as deliveroo. The applicant proposal is to permit alcohol to be stored and despatched from a self storage unit between 09:00am until 06:00am (on the following day) Monday to Sundays inclusive. As this shall be an internet only sales business there shall be no physical access to customers onto the premises.

**2.0 - Premise and location**

The business is to be located at a self storage facility known as Access in Whitestone Way at unit 2202 on the ground floor as shown on the scaled plan attached to this application. The unit is part of a larger premises but the licence will only relate to a total of 100 square foot and be fully self-contained.

**3.0 - Pre application enquiry**

The enquiry reviewed (i) the local authorities statement of licensing policy to understand if the premises were in a special policy area and what issues would need to be addressed as part of an application, (ii) engaged with the metropolitan police and Croydon trading standards authority as to what control measures as licence conditions would be relevant and suitable to support the 4 licensing objectives. The pre application enquiry established the premises is in the Waddon ward and is not in a special policy area, enquiries with the authorities established a number of licence conditions that would be required to support an online business retailing alcohol details of these conditions are set out from sections 1 to 4 of this letter and are included in the operating schedule for this application.

**4.0 - Risk assessment of licence conditions**

A risk assessment was developed to assess those conditions requested by both police and trading standards and those offered by the applicant. This was to ensure conditions were proportionate and could be complied with on an operational basis and were financial achievable.

**5.0 - The operating schedule**

The proposed conditions are detailed in section 18 of this application and seek to promote all 4 of the licensing objectives.

**6.0 - How will the applicant operate as an online retailer**

All sales shall be via a third party (i.e Deliveroo) websites with orders fulfilled from the application address.

**7.0 - The process for retail sale of alcohol**

When an order is made on a 3<sup>rd</sup> party platform application after a check of the customers age and then successful payment, an order number is generated and a notification is sent to the applicants business to assemble the order.

7.1 - Once the order is picked and ready for delivery by the applicant business they will press the relevant option in the app that sends a notification to the nearby drivers that are to pick up the order for delivery.

7.2 - For security purposes once the delivery driver confirms that they will deliver that order, a notification appears on the app to the applicants business with the details of the delivery driver that will be coming to pick up the order. An order number is generated to ensure the order is matched to the correct driver.

7.3 - For additional security (i) access by collection drivers is facilitated by a PIN number that is required to be entered each time to gain access to the self storage facility, (ii) all alcohol shall be stored in a specified secured unit and shall be accessed only by the applicant and couriers.

7.4 - The final stage of delivery shall include the driver requesting identification prior to the hand over of products to a customer.

### **8.0 – Rateable value explanation**

The applicant does not pay any business rates due to the nature of the agreement to hire a space. The unit specified for this application is approximately 100sq feet and so it is understood the rateable value for part thereof should be in Band A £100 as the initial prescribed fee payment for this application.

### **Proposed licensable timings and opening times**

For the avoidance of doubt the days and timings are listed below :

Monday	– 00:01 – 06:00 - 09:00 – 00:00
Tuesday	–00:01 – 06:00 – 09:00 – 00:00
Weds	- 00:01 – 06:00 – 09:00 – 00:00
Thurs	- 00:01 – 06:00 – 09:00 – 00:00
Fri	- 00:01 – 06:00 – 09:00 – 00:00
Sat	- 00:01 – 06:00 – 09:00 – 00:00
Sun	- 00:01 – 06:00 – 09:00 – 00:00

No seasonal variations are proposed

### **Police and Trading Standards control measures as licensing conditions**

#### **1.Prevention of Crime and Disorder**

1. Access self storage as the data controller shall maintain and operate a comprehensive CCTV system. All entry and exit points shall be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record. All recordings shall be stored for a minimum period of 30 days with date and time stamping. Recordings shall be made available upon the request of Police or Local Authority throughout the preceding 30 day period, such copies shall in any event be provided within forty-eight (48) hours.

2.No members of the public shall be permitted to enter the premises.

## 2. Public Safety

3. All staff to undergo licensing training in the prevention of underage sales, conflict management and the Challenge 25 scheme. This training will be documented and provided to police/licensing authority on request. This training is to be refreshed every 12 months. All new staff must undergo this training before being allowed to sell/ deliver alcohol.

4. An incident log shall be kept at the premises, and made available on request to an authorized officer of the Local Authority or the Police, which shall record the following:

- All crimes reported to the venue
- Any complaints received
- ~~Any faults in the CCTV system.~~
- Any refusal of the sale of alcohol
- Any visit by a relevant authority or emergency service

5. Persons undertaking deliveries shall be over 18 years of age.

## 3. Prevention of Public Nuisance

6. The delivery of alcohol to be made only to a residential or business address, where it is clearly evident that the customer is a resident or occupies the business. Deliveries of alcohol shall not be made to public places.

7. To reduce loitering outside the premises by drivers - a loading/unloading bay inside the storage unit building which has access controlled (keypad login) gates and is separate from the residential entrance shall provide drivers with a place to wait and collect customer orders.

## 4. The Protection of Children From Harm

8. A proof of age scheme, such as Challenge 25, shall be operated (at the point of order and delivery) where the only acceptable forms of identification are (recognized photographic identification cards, such as a driving license or passport / Holographical marked PASS scheme identification cards).

9. A statement made confirming that I.D. shall be requested before the sale is completed shall be included on 3<sup>rd</sup> party website and delivery platform.

10. When delivery driver cannot verify the age of the customer, delivery shall not be made and the incident log must be updated as a record of refusal

**Proposed licensable activity days and timings and other information.**

- **Licensable activity and timings:** Online Retail sale of alcohol (off sales) Mondays to Sundays inclusive 09:00 – 06:00 the following day.
- **Opening/Closing Times:** The closing times are to be the same as the licensable activity on any day.
- **Premise general arrangement plan:** Ground floor plan reference Unit 2202
- **Seasonal variation:** None proposed
- **DPS (designated premises supervisor):** Dhruvshkumar Patel
- **Applicant:** SV & SD Limited - Company number 14831340

**End**

A similar application, although from a different applicant, has come forward before which we objected to.

We have concerns that this applicant will not be able to meet the licensing objective relating to the prevention of public nuisance. If the facility is used in the middle of the night with clanking bottles and vehicles coming and going, the residential neighbourhood of New South Quarter may well be disturbed.

Whilst we appreciate that the applicant has approached the police to discuss this, the proposal to operate through the night until 6 am is still a cause of concern for us. We would however be willing to withdraw our objection if they stop operating at, say, 10 pm. If they want to operate throughout the night the onus is on them to demonstrate they can do so without disturbing residents.

Thank you,  
Rowenna

11.07.2023

A2

Dear Roberta,

Thank you for your email.

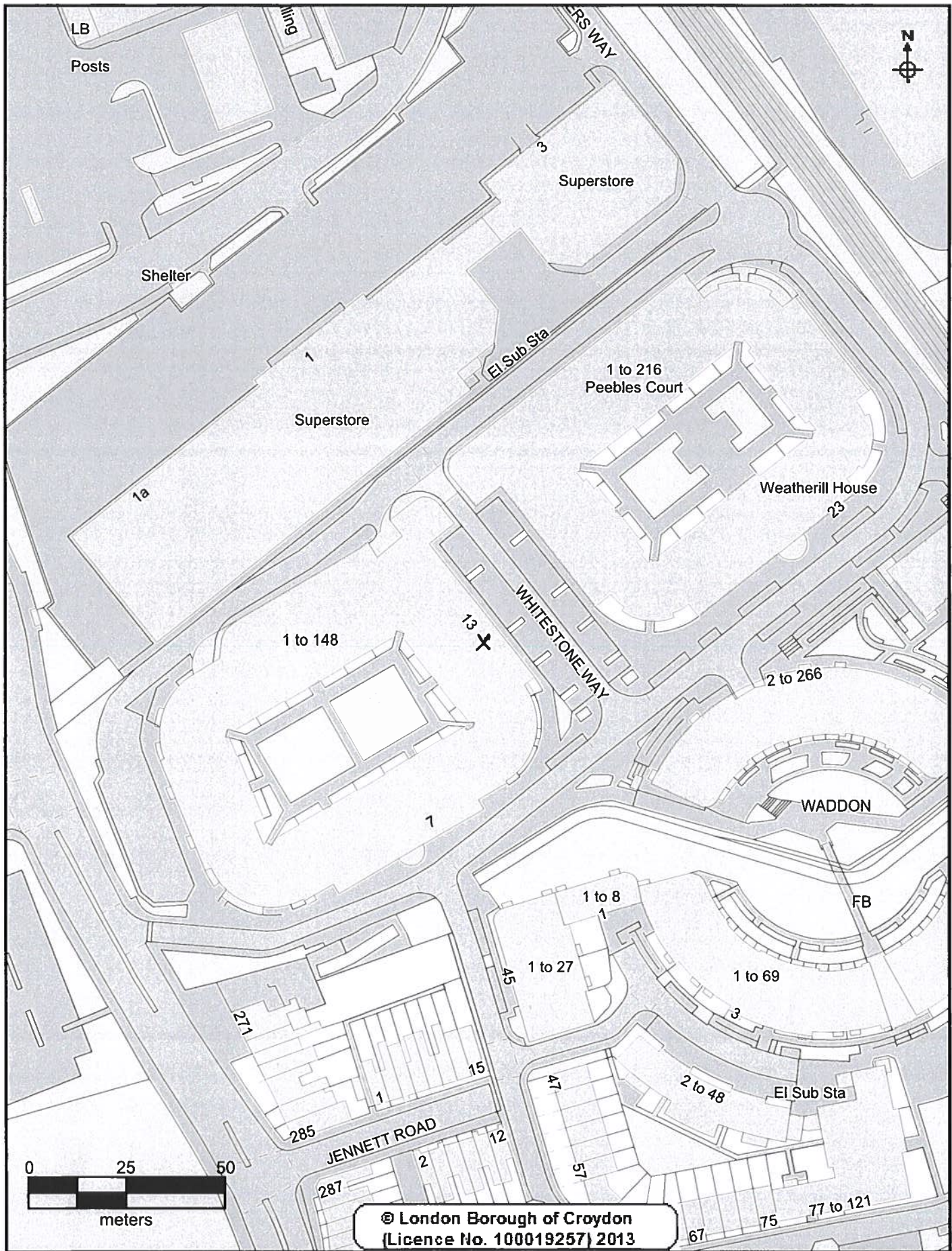
I completely agree with the grounds of objections Cllr Davis submitted on both our behalf.

The site is next to family homes and the proposed operation through the night is a serious concern.

Thank you,  
Ellily

Cllr Ellily Ponnuthurai  
Waddon ward  
Croydon Council

18.07.2023



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Scale 1:1250

30-Jul-2023



X = 13 WHITESTONE WAY