

* required information

Section 1 of 21

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

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.

Applicant Details

* First name

* Family name

* E-mail

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.

Applicant Business

Is the applicant's business registered in the UK with Companies House?

Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

10991834

Business name

Drinks On Tap Ltd.

If the applicant's business is registered, use its registered name.

VAT number

- none

Put "none" if the applicant is not registered for VAT.

Legal status

Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name Street District City or town County or administrative area Postcode Country **Section 2 of 21****PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

 Address
 OS map reference
 Description
Postal Address Of PremisesBuilding number or name Street District City or town County or administrative area Postcode Country **Further Details**Telephone number Non-domestic rateable value of premises (£)

Section 3 of 21**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales

Confirm The Following

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

Section 4 of 21**NON INDIVIDUAL APPLICANTS**

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

Non Individual Applicant's Name

Name

Drinks On Tap Ltd.

Details

Registered number (where applicable)

10991834

Description of applicant (for example partnership, company, unincorporated association etc)

Continued from previous page...

Private Limited Company

Address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Contact Details

E-mail

Telephone number

Other telephone number

* Date of birth / /

* Nationality Documents that demonstrate entitlement to work in the UK

Section 5 of 21

OPERATING SCHEDULE

When do you want the premises licence to start? / /

dd mm yyyy

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

dd mm yyyy

Provide a general description of 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.

Online retailer providing alcohol, tobacco and household essentials. The sales will all be online with dedicated drivers that deliver the goods. No customers to the premises. Ground Floor secure offices with 24-hour access and security. The Premises is located at the back of an industrial estate. There will be no public access to the Premises at any time.

Continued from previous page...

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

Section 6 of 21

PROVISION OF PLAYS

See guidance on regulated entertainment

Will you be providing plays?

Yes No

Section 7 of 21

PROVISION OF FILMS

See guidance on regulated entertainment

Will you be providing films?

Yes No

Section 8 of 21

PROVISION OF INDOOR SPORTING EVENTS

See guidance on regulated entertainment

Will you be providing indoor sporting events?

Yes No

Section 9 of 21

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

Yes No

Section 10 of 21

PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

Yes No

Section 11 of 21

PROVISION OF RECORDED MUSIC

See guidance on regulated entertainment

Will you be providing recorded music?

Yes No

Section 12 of 21

PROVISION OF PERFORMANCES OF DANCE

See guidance on regulated entertainment

Will you be providing performances of dance?

Continued from previous page...

Section 13 of 21

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

See guidance on regulated entertainment

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes No

Section 14 of 21

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

Yes No

Section 15 of 21

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

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

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.

Continued from previous page...

SUNDAY

Start 19:00

End 05:00

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.

THERE WILL BE NO PUBLIC ACCESS TO THE PREMISES

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

THERE WILL BE NO PUBLIC ACCESS TO THE PREMISES

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

Name

First name

Izabella Giovanna

Family name

Ephraim

Date of birth

 / /

dd

mm

yyyy

Continued from previous page...

Enter the contact's address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Section 16 of 21

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

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 etc gambling machines etc.

N/A

Section 17 of 21

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

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.

Continued from previous page...

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

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

THERE WILL BE NO PUBLIC ACCESS TO THE PREMISES

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

THERE WILL BE NO PUBLIC ACCESS TO THE PREMISES

Section 18 of 21

LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

Continued from previous page...

List here steps you will take to promote all four licensing objectives together.

Consideration of the London Borough of Croydon Council Licensing policy and pre-consultation with police licensing have been carried out to ensure the promotion of the four licensing objectives.

b) The prevention of crime and disorder

A camera CCTV system is in place covering all licensable areas of the premises.

The CCTV system shall continuously record whilst the premises is open for licensable activities. All recordings will be stored for a minimum of 31 days and can be accessed and downloaded immediately when requested by the police or other authorised officer.

An incident/refusals log is to be kept at the premises. Any incidents or refusals must be entered and completed in the relevant book by the staff member dealing by the end of that persons shift. This log shall be kept at the premises, and made available on request to the police or an authorised officer.

The DPS will be a member of the local Pubwatch or Retail Watch schemes in the area.

Any reference to alcohol delivery will not be shown in any advertising on delivery vehicles.

No members of the public will be allowed on the premises.

All deliveries will be in unmarked packaging.

c) Public safety

No deliveries are to be made to an open space.

Drivers must be instructed to abort delivery where that sale is believed to be a "street sale". All such instances will be recorded in the refusals/incidents log.

d) The prevention of public nuisance

All refuse will be disposed of in an appropriate manner. Staff will be instructed to maintain all external areas in a clean and presentable manner at all times.

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

e) The protection of children from harm

Delivery drivers will undergo training in Age Verification and Prevention of Underage Sales, this training will be properly recorded and will be kept on file for inspection. This training will be refreshed every 6 months and a record will be kept on file for inspection.

Customers will be reminded to provide acceptable ID, such as a Driving Licence, Passport or PASS Card, when placing bookings online.

The premises will operate a "No ID, No Sale" policy at all times.

The company website will provide links to 'drink aware' and 'alcohol concern' webpages.

The company website and partner websites will request confirmation of age on order booking.

A written policy for delivery drivers will be kept for inspection relating to the procedure to follow when conducting 'cash on delivery' orders. This policy will detail the conduct of such deliveries and be kept under constant review and maintained.

An approved proof of age scheme shall be adopted, implemented and advertised on all websites and materials associated with the Premises such as "Challenge 25".

There shall be a minimum order value of £15.00 for all delivery sales including alcohol.

Section 19 of 21

NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK

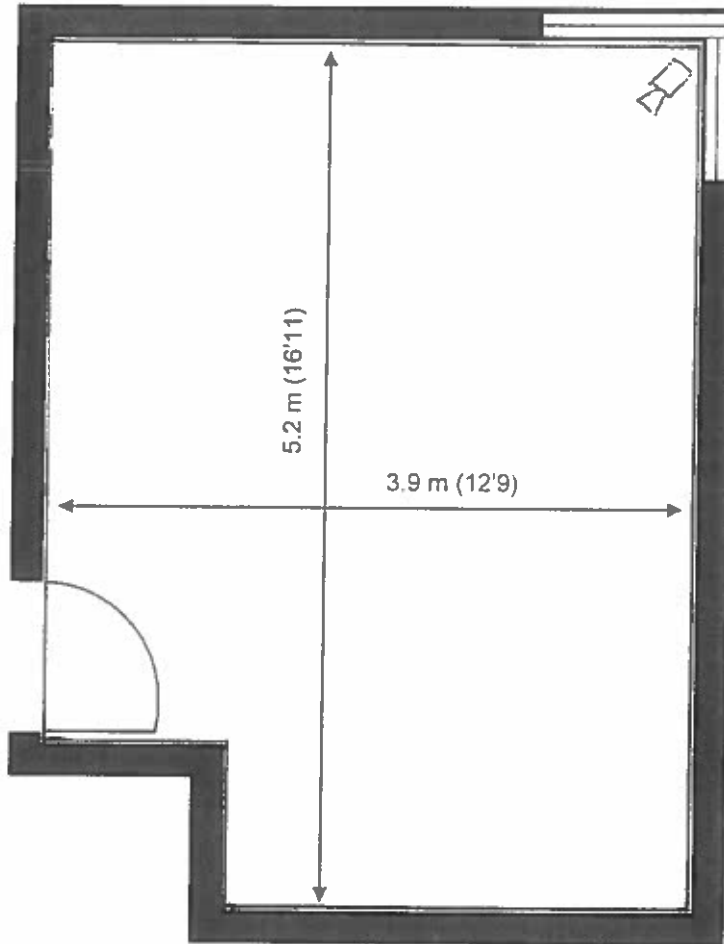
Capital Business Centre

Ground Floor—Unit 11A
19 sq m (210 sq ft)



KEY:

□ = CCTV

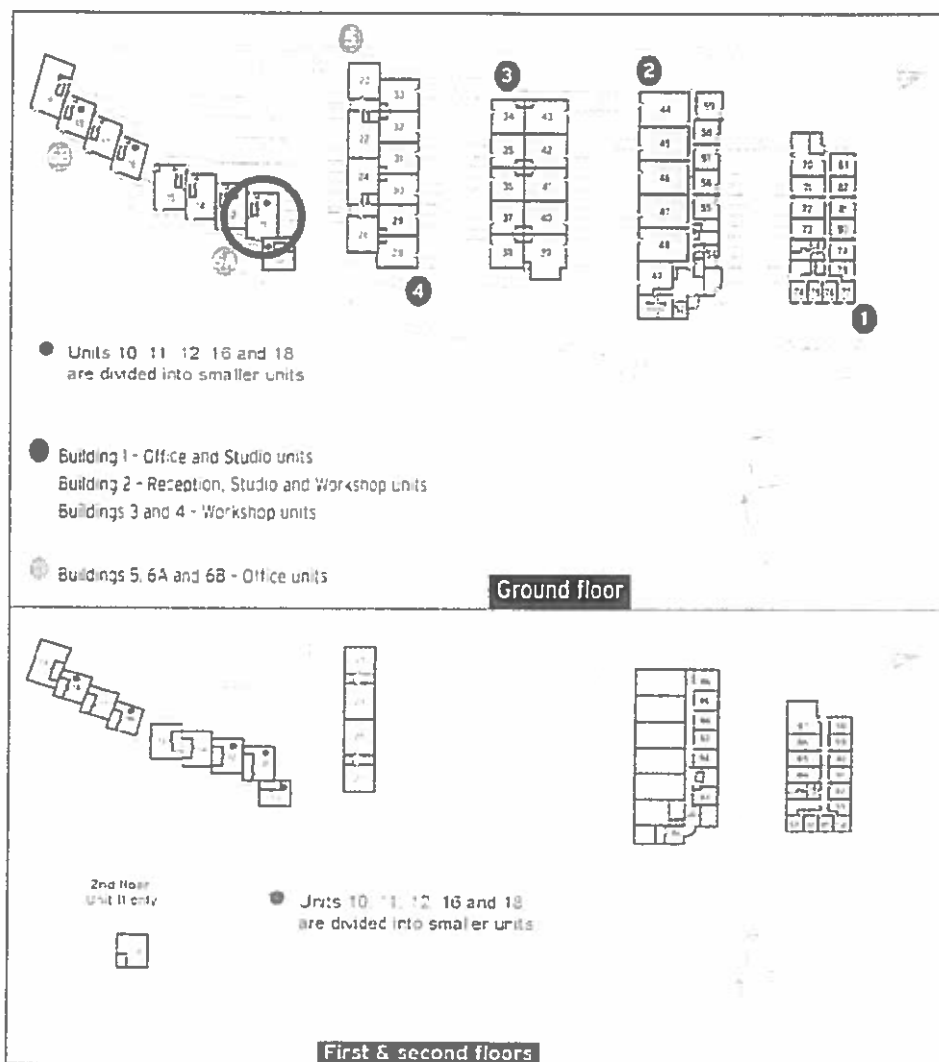


Capital Business Centre
22 Carlton Road
South Croydon
Surrey CR2 0BS

Space for growing businesses

www.capitalspace.co.uk

Capital Business Centre



Additional Information

We are happy to provide further details and answer any questions.
Please contact our Centre Manager on 020 8916 2000.

Capital Business Centre
22 Carlton Road
South Croydon
Surrey CR2 0BS

Space for growing businesses

www.capitalspace.co.uk

Thank you for pointing out that the proposed all-night, every night sale of alcohol from Unit 11A at the Capital Business Centre would be generated by online purchases and that only dedicated company drivers would have access to the site.

This clarification of the proposed licence's operating conditions does eliminate several of my concerns (such as the risk of underage drinkers gathering in the Business Centre late at night and extensive local litter), but other concerns remain valid, particularly related to late night noise which would be a public nuisance.

We do not wish to inconvenience the company making the Application and we realise that everybody has a right to earn a living, but we feel this should not come at the expense of a significant reduction in the quality of life for local residents who would be affected by the night-time operations.

Therefore, being making a decision on the Application, please would the council's committee carefully consider the following comments and questions:

Public Nuisance issues

The Application refers to the Capital Business Centre as an "industrial estate". This is inaccurate and misleading in the picture that it paints, because it gives the impression of an existing noisy and busy area that is away from (and not interfering with) surrounding residential areas.

The Capital Business Centre is exactly what it says it is: a business centre and NOT an industrial estate. It is a very quiet area that does not generate any significant traffic and the associated noise pollution (and environmental pollution) that comes with industrial traffic. The business centre consists largely of small-scale professional services companies that take operate between the normal office hours of 9.00 am to 5.00 pm. There is a children's kung fu school and a fitness gym that stay open later into the evening, but nothing in the Business Centre remains open after 9.30pm. Currently, the whole Business Centre and the street leading from it are entirely without any generated noise at night, which is very good for local residents.

We have a plea for the council to ask more questions and get further information before agreeing a licence:

There are potentially serious public nuisance/environmental degradations arising in relation to the Application, so we hope that the Council will establish some details with greater clarity before making its decision.

Please would the licensing team find out:

1

What type of vehicles would be used to collect and distribute the alcohol?

2

How many vehicle-journeys in and out of the Business Centre would typically be made on each of the seven nights of the week, between 19.00 and 05.00 the following morning?

3

What decibel levels would these vehicles typically generate when driving at 20 mph (the speed limit) along Carlton Road (if approaching or departing the Business Centre from the north) and along Mayfield Road (if approaching or departing the Business Centre from the south) and along Essenden Road (if approaching or departing the Business Centre from the east)? When leaving the Business Centre, heading both north and south involves accelerating up an incline, which increases engine noise further, especially for larger, heavy vehicles.

4

What would happen if sales increased over time and even larger vehicles were brought in, and more frequently? How would the Council respond to such increases *after* a licence has already been granted?

Setting a precedent

If this all-night Application is approved, it paves the way for other companies to set up in the Business Centre with the reasonable expectation that they can use it for night-time operations (since another company would already be doing so). So the 'flood gates' will be opened and there will be a much greater risk of more extensive night-time commercial activity which will affect local residents' quality of life. The Business Centre was not intended as a place for commercial night-time activities and the attendant noise that goes with those activities.

Could the company submitting this application make use of a different distribution point that uses main roads and an actual industrial site, rather than a small business centre surrounded by residential streets?

The Application gives no information or even a vague indication of the number of vehicle movements or the vehicle types that will be used to make the collections and deliveries. Without this information, it is not possible to make a reasonable assessment of the levels of late night and very early morning noise pollution that will be generated along the residential roads leading into the business centre.

Impact of night-time, door-step deliveries

Although not necessarily related to the streets immediately adjacent to the distribution point, there is a wider social question of the impact of late night-early morning deliveries. Currently it is rare for companies to make deliveries in London before 7.00 am or after 10.00pm. This is partly because companies realise that running vehicle engines, opening and shutting vehicle doors, shifting goods and ringing on door bells or hitting knockers all generate significant noise. Delivering alcohol to customers at 2.00 am or 4.00 am, for example, is going to have a negative impact on many neighbours of the customers who have made the online orders (simply in terms of noise pollution alone, i.e. disregarding any possible behavioural issues with customers who want to drink their alcohol at these hours and any possible harmful effects for children in the vicinity of those consuming alcohol in the early hours).

A related issue : the impact on the value of homes

Whilst we acknowledge that traffic levels in cities do generally change gradually over long periods of time (due to vehicle ownership patterns and the evolving popularity of particular routes), the people who bought their homes in Carlton Road, Mayfield Road and Essenden Road did so with the reasonable expectation that they were moving into residential streets that would have virtually no night-time commercial traffic. The value of their homes (and therefore also the rateable value of those homes) reflect this state of affairs. If large numbers of commercial vehicles suddenly start to operate late at night and throughout the early hours of each morning (up to 5.00 am) every day of the year, surely this will make a significant detrimental impact on traffic noise levels in (what are currently) quiet residential streets with no commercial traffic at night. If Croydon Council does effectively permit this traffic to be generated for the night-time collections and deliveries of alcohol by commercial vehicles, as requested in this Application, I hope that the Council will also be willing to reduce the Council Tax band of every home in these streets effected (around 200 homes) by at least 1 band, due to the negative impact on the saleable value of the properties in these 3 streets, and due to the reduction in quality of life caused by the late night traffic.

A comment on the timing of distribution

Although clearly not pleasant or desirable at any time of day, we would be less concerned about commercial vehicles making collections and deliveries between the hours of 7.00 am and 7.00 pm, and we would not raise an objection to the company's vehicle movements during this 12 hour day-time period. We would be less happy with late evening commercial traffic from 7.00 pm until 10.00 pm. But the greatest concern is the major impact of noise pollution caused late and right throughout the night, i.e. from 10.00 pm until 5.00 am the following morning, every day of the week, every week of the year.

We would like to be able to keep our bedroom windows open a little at night for fresh air without experiencing commercial traffic sounds throughout the night.

So we hope that the company can still find a way to successfully run its business without impacting upon the local residential area at night.

Thank you for taking these points into consideration.

~~XXXXXXXXXX~~

~~XXXXXXXXXX, XXXXXXXXXXXX, XXXXXXXX~~

My objection is that the premises will be open through the night and therefore will increase the traffic flow through Mayfield Road.
I do not understand why this operation has to be open from 1900 to 0500.

~~Robert Smith, 123, High Street, London, EC1A 1AA~~

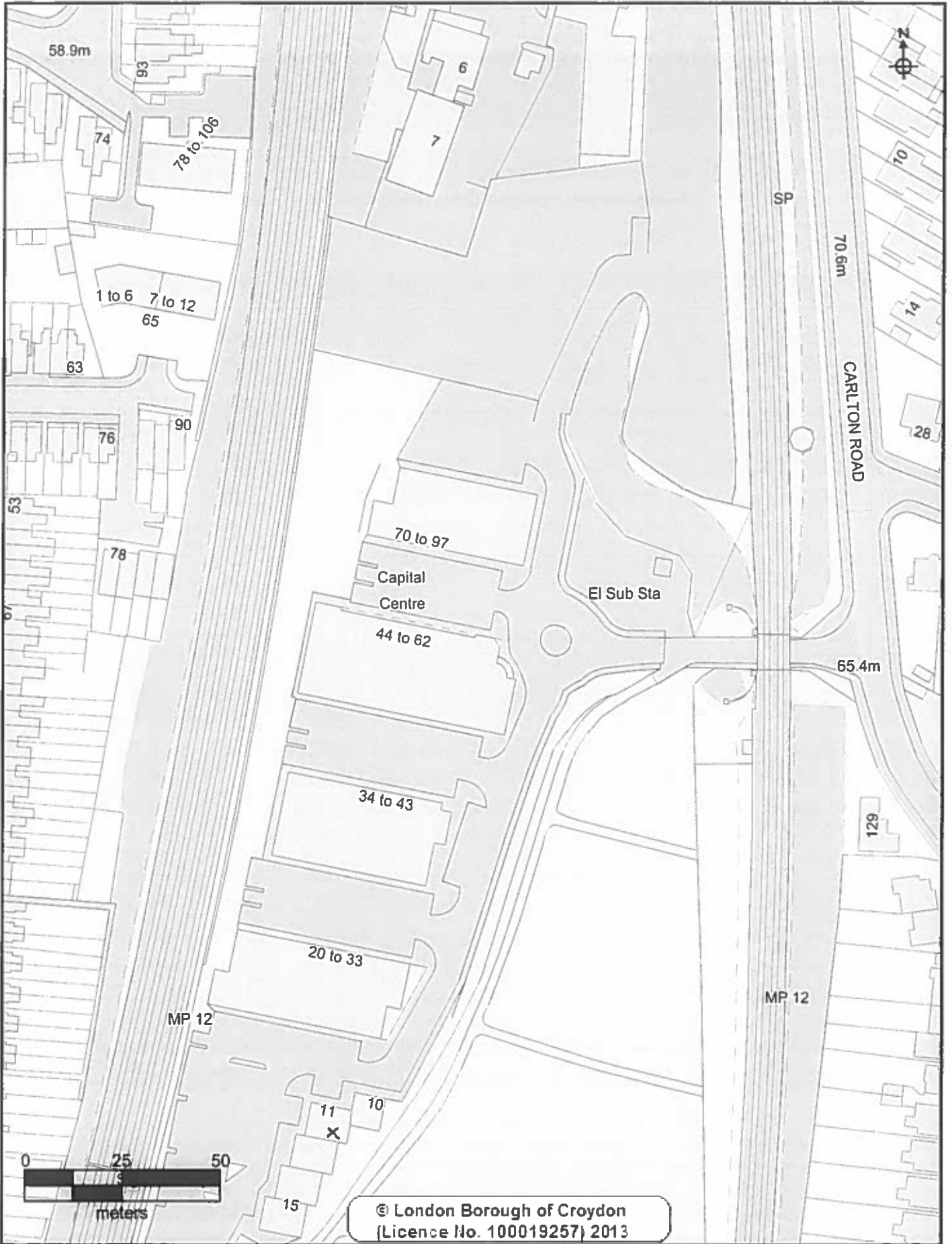
I have some concerns regarding the notice of application for premises licence under the Licensing Act 2003 for the above.

I live in the nearby area and I am concerned this will attract drinkers and traffic throughout the night, as the opening hours are 19.00 - 05.00.

Please can you register my concerns.

Regards

~~XXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXX~~
~~XXXXXX~~



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05-Jun-2018



X = 11A CAPITAL BUSINESS CENTRE