



KNIGHT

Knight Training (UK) Ltd.
134 The Barracks
White Cross
South Road
LANCASTER
LA1 4XQ

6th June 2018

Dear ██████████

Response to Representation: Drinks on Tap Ltd. (CR2 OBS)

Thank you for your email to Croydon Licensing and your Representation for the Application for Premises Licence grant for Drinks on Tap Ltd., Unit 11A, Capital Business Centre, 22 Carlton Road, SOUTH CROYDON, CR2 0BS. Please accept this email as response to your query, from myself as their Licensing Agent.

I appreciate your concerns as to an increase in to attracting drinkers and traffic to Capital Business Centre and the local area. If I may explain my client's business and intended operation in more detail, I hope these will allay any fears you may have.

My client intends to operate an alcohol delivery business, whereas a customer would place an order for delivery to their home address, via a trained courier. The space in which the Application has been submitted for will act solely as a dispatch point and, as per the Application, no public access or sale would take place here. This would mean in practice, there would be zero alcohol consumption at the site, nor customers travelling to, at any time.

My client and myself are, of course, eager to satisfy you concerns fully and would be happy to extend the offer of a personal conversation, however I hope the above explanation gives you the details you require. If you would prefer a discussion, I am happy to arrange this at your convenience.

Best Regards,

Chris Nixon
Coordinator, Licensing Agent

Knight Training
Office: 134 The Barracks, White Cross Business Park, South Road, Lancaster, Lancashire, LA1 4XQ
Phone 0330 999 3199
info@knighttraining.co.uk www.knighttraining.co.uk



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I appreciate your concerns as to an increase in traffic flow through the local area, however if I may speak of the specifics of my client's intended operation, this should allay these. My client is a small, start-up company with a total of three, part-time, delivery drivers working on a shift basis through the intended hours. Deliveries could be taken anywhere throughout the borough and, considering the excellent routes to and from Capital Business Centre, these deliveries would not even necessarily take route down Mayfield Road and when these would this would realistically be a singular vehicle only at any one time. With this in mind, I would expect that my client's business will have little to no discernible effect to current traffic flow, if or when it would be necessary to take this route.

My client and myself are, of course, eager to satisfy you concerns fully and would be happy to extend the offer of a personal conversation, however I hope the above explanation gives you the details you require. If you would prefer a discussion, I am happy to arrange this at your convenience.

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As per your detailed Representation, please allow me to address these in the headings you have provided:

Public Nuisance

As per your questions, I will answer these in order:

1. The vehicles intended for use will be small cars of 3x delivery (part-time), trained drivers.
2. This is impossible to state definitively at such an early stage, however considering the reality of my client's business being a small, start-up operation, we can summarise this to be quite limited
3. As stated the vehicles used will be small cars that will conform to all existing Environmental Health legislation. My client will not be employing any large, commercial vehicles
4. Though, again, impossible to predict the progression of my client's business, I would refer you to existing Noise Nuisance complaints procedure, should a possible issue arise. Please note: Licensing legislation is subject far more to scrutiny of this type than other commercial activities and any valid complaint taken very seriously by local Authorities. Though I doubt this situation, you would of course be given the right to submit complaints of this type

I appreciate your concerns as to an increase in traffic noise through the local area, however considering the excellent routes to and from Capital Business Centre, these deliveries would realistically be a singular vehicle only at any one time. With this in mind, I would expect that my client's business will have little to no discernible effect to current traffic noise, if or when it would be necessary to take any particular route.

Precedent

Though I understand your concern of opening the "flood gates" for further businesses of this type, I would address this concern in our particular light of an Application for a Premises Licence. As you are

already aware, all Applications for a Premises Licence must be judged *by their own merits* and are wholly, and suitably, subjected to case-by-case scrutiny. In addition, the grant of such an application is in no way evidence in support of an application and must be disregarded, if claimed. If you were to have concerns over any other type of "night-time commercial activity", I would refer you to the current Environmental Health legislation in reporting noise nuisance of this type as this is not covered by the same scrutiny as an application.

Deliveries

Though alcohol delivery services can be a scary proposition for many residents, I would like to point out that there are a great many such businesses currently in operation throughout the London Boroughs, including into the early hours. That said, a great deal of care must be taken by such services to ensure to minimum amount of disturbance and the proper respect paid to local residents and in promoting the licensing objectives of Protection of Children from Harm. In this regard, I would like to point out the previously volunteered conditions, in liaison with Police Licensing:

- Challenge 25 logos shall be prominently displayed in all advertising material associated with this Premises (including any websites). A statement made confirming that I.D. will be requested before the sale is completed must also be displayed as above
- Each customer shall be informed of the Licence holder's delivery conditions at the time of ordering and delivery
- Deliveries of alcohol shall only be made to residential or to business addresses, where the relevant details of the purchaser have been recorded as part of the original sale
- Deliveries of alcohol shall not be made to public places
- Persons undertaking deliveries shall be over 18 years of age
- Delivery of alcohol will be refused whereby the driver considers the person receiving the delivery to be under the influence of alcohol or drugs

I would also like to point out, with this type of business model it is worth noting that deliveries, and assumedly consumption, is to customer's homes which reduces both the risk of Crime & Disorder and Anti-Social behaviour by principle.

Value of Homes

Although I can sympathise with this particular concern, I will have to point out that am I not qualified to address this, nor is this considered as part of an application under the Licensing Act 2003. Therefore, we must restrict our discussion to promotion of the four Licensing Objectives.

Distribution

To same repetition, I will refer you to the above points in addressing this, however I am happy to again confirm that my client has no intention of using heavy-vehicles for their deliveries to customers.

Though I cannot agree with all your concerns raised, my client is happy to work with the local community in allaying your raised concerns. In the spirit of this, we are happy to propose the following additional conditions to the Licence:

- Deliveries of product to the Premises will be limited to 07:00 – 19:00 Monday to Sunday

My client and myself are, of course, eager to satisfy your concerns fully and would be happy to extend the offer of a personal conversation, however I hope the above explanation gives you the details you require. If you would prefer a discussion, I am happy to arrange this at your convenience.

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