



REPORT OF GROUP DIRECTOR, NEIGHBOURHOODS AND HOUSING

LICENSING SUB-COMMITTEE: 27/06/2017	Classification DECISION	Enclosure
Application for a Premises Licence 194 Shoreditch High Street, Hackney, London, E1 6LG	Ward(s) affected Hoxton East & Shoreditch	

1. SUMMARY

Applicant(s) Sevengrams UK Limited	In SPA Not Applicable																
Date of Application 05/05/2017	Period of Application Permanent																
Proposed licensable activity Supply of Alcohol (On and Off Premises)																	
Proposed hours of licensable activities <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Supply of Alcohol</td> <td>Standard Hours:</td> </tr> <tr> <td></td> <td>Mon 12:00-22:00</td> </tr> <tr> <td>off sales:</td> <td>Tue 12:00-22:00</td> </tr> <tr> <td></td> <td>Wed 12:00-22:00</td> </tr> <tr> <td></td> <td>Thu 12:00-22:00</td> </tr> <tr> <td></td> <td>Fri 12:00-22:00</td> </tr> <tr> <td></td> <td>Sat 12:00-22:00</td> </tr> <tr> <td></td> <td>Sun 12:00-22:00</td> </tr> </table>		Supply of Alcohol	Standard Hours:		Mon 12:00-22:00	off sales:	Tue 12:00-22:00		Wed 12:00-22:00		Thu 12:00-22:00		Fri 12:00-22:00		Sat 12:00-22:00		Sun 12:00-22:00
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Capacity: Not known	
Policies Applicable	LP3 (Operating Schedule), LP4 (Crime and Disorder), LP5 (Public Nuisance), LP6 (Protection of Children from Harm) LP8 (Public Safety), LP15 (Cumulative Impact)
List of Appendices	A – Application for a premises licence and supporting documents B – Representations from other persons C – Location map
Relevant Representations	<ul style="list-style-type: none"> • Other Persons

2. APPLICATION

- 2.1 **Sevengrams UK Limited** has made an application for a premises licence under the Licensing Act 2003:
- To authorise the supply alcohol for consumption on and off the premises
- 2.2 The application is attached as Appendix A. The hours have been amended to those described in para 1 above following agreement with the Police. The applicant has proposed measures that could be converted to conditions (see paragraph 8.1 below).

3. CURRENT STATUS / HISTORY

- 3.1 The premises are not currently licensed for any activity.

4. REPRESENTATIONS: RESPONSIBLE AUTHORITIES

From	Details
Environmental Health Authority (Environmental Protection)	No representation received
Environmental Health Authority (Environmental Enforcement)	Representation withdrawn following acceptance of proposed conditions
Environmental Health Authority (Health & Safety)	Have confirmed no representation on this application
Weights and Measures (Trading Standards)	Have confirmed no representation on this application
Planning Authority	Have confirmed no representation on this application
Area Child Protection Officer	No representation received
Fire Authority	Have confirmed no representation on this application
Police	Representation withdrawn following acceptance of proposed conditions.
Licensing Authority	Have confirmed no representation on this application
Health Authority	Representation withdrawn following acceptance of proposed conditions

5. REPRESENTATIONS: OTHER PERSONS

From	Details
5 representations received from and on behalf of local residents. (Appendices C1-C5)	Representation received on the grounds of The Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance, The Protection of Children from Harm and Cumulative Impact.

6. GUIDANCE CONSIDERATIONS

- 6.1 The Licensing Authority is required to have regard to any guidance issued by the Secretary of State under the Licensing Act 2003.

7. POLICY CONSIDERATIONS

- 7.1 Licensing Sub-Committee is required to have regard to the London Borough of Hackney's Statement of Licensing Policy ("the Policy") adopted by the Licensing Authority.
- 7.2 The Policy applies to applications where relevant representations have been made. With regard to this application, policies, LP3 (Operating Schedule), LP4 (Crime and Disorder), LP5 (Public Nuisance), LP6 (Protection of Children from Harm) LP8 (Public Safety) and LP15 (Cumulative Impact) are relevant

8. OFFICER OBSERVATIONS

- 8.1 If the Sub-Committee is minded to approve the application, the following conditions should be applied the licence:

Supply of Alcohol (On/Both)

1. No supply of alcohol may be made under the premises licence:
 - (a) At a time when there is no designated premises supervisor in respect of the premises licence.
 - (b) At a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).

4. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

5.5.1. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sales or supply of alcohol.

5.2 The designated premises supervisor in relation to the premises licences must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

5.3. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either:-

(a) a holographic mark or

(b) an ultraviolet feature

6. The responsible person must ensure that:

a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures:

- beer or cider: 1/2 pint;

- gin, rum, vodka or whisky: 25ml or 35ml; and

- still wine in a glass: 125ml; and

b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Minimum Drinks Pricing

7. 7.1 A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

7.2 For the purposes of the condition set out in paragraph 7.1 above -

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula - $P = D + (D \times V)$
Where -

(i) P is the permitted price,

(ii) D is the rate of duty chargeable in relation to the alcohol as

if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

7.3 Where the permitted price given by Paragraph 7.2(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

7.4 (1) Sub-paragraph 7.4(2) below applies where the permitted price given by Paragraph 7.2(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions derived from operating schedule

8. Deliveries of goods necessary for the operation of the business will be carried out at such a time or in such a manner as to prevent nuisance and disturbance to nearby residents.

9. The Licensee will ensure that staff who arrive early morning or depart late at night when the business has ceased trading conduct themselves in such a manner to avoid causing disturbance to nearby residents.

10. Adequate waste receptacles for use by customers will be provided in the local vicinity.

11. Posters to be displayed at the premises stating that it is an offence to purchase alcohol on behalf of an underage person (proxy sales).

Conditions derived from Responsible Authority representations

12. The premises shall maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All public areas, entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable

activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer.

13. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open to the public. This staff member shall be able to show Police or an authorised officer of Hackney Borough Council recent data or footage with the absolute minimum of delay when requested.

14. An incident log shall be kept at the premises, and made available immediately to an authorised officer of the Hackney Borough Council or the Police, which will record the following:

- a. all crimes reported to the venue
- b. any complaints received
- c. any incidents of disorder
- d. any faults in the CCTV system
- e. any refusal of the sale of alcohol
- f. any visit by a relevant authority or emergency service.

15. There shall be "CCTV in Operation" signs prominently displayed.

16. All instances of crime or disorder to be reported by the designated premises supervisor or responsible member of staff to an agreed police contact point, as agreed with the Police.

17. Where the sale or supply of alcohol is taking place employees of the premises must request sight of evidence of the age of any person appearing to be under 25 years of age (Challenge 25). Such evidence may include a driving licence or passport.

18. There shall be no glass or open containers taken outside of the premises at any time, except for those seated in the designated outside seating area'

19. The premises will display and maintain appropriate signage advising customers of the contact details of the Designated Premises Supervisor/Duty Manager.

20. All staff will be given refresher training every twelve months on the legislation relating to the sales of alcohol to underage persons and drunken persons. Written records of this training shall be kept on the premises and produced to police or other authorised officer upon request.

21. The premises shall adhere to Hackney Police Weapons and Drugs Policies and any updates thereof.

22. The Licensee shall ensure that all staff are fully trained and made aware of the legal requirement of businesses to comply with their duty of care as regards the disposal of waste produced from the business premises. The procedure for handling and preparing for disposal of the waste shall be in writing and displayed in a prominent place where it can be referred to at all times by staff.

23. The Licensee shall ensure that any contract for general and recyclable waste disposal shall be appropriate in size to the amount of waste produced by the business. The Licensee shall maintain an adequate supply of waste receptacles provided by his registered waste carrier (refuse sacks or commercial waste bins) in order to ensure all refuse emanating from the business is always presented for collection by his waste carrier and shall not use any plain black or unidentifiable refuse sacks or any other unidentifiable or unmarked waste receptacles.

24. The Licensee's premises are situated in an area within which refuse may only be left on the public highway during certain time bands. If the Licensee's waste carrier cannot or does not comply by collecting the refuse during the present or any future time bands imposed by the waste authority, the Licensee must remove the refuse from the public highway and/or keep it within the premises until such time as its waste carrier arrives to collect the refuse.

25. The Licensee shall erect a sign asking customers to refrain from littering the public highway outside the premises and will also instruct member of staff to make regular checks of the area immediately outside and within 10 metres either side of the premises and remove any litter, bottles and glasses emanating from the premises. The collection and removal of litter should include satisfactory disposal of spilled food and similar materials so as to leave the footway in a clean, safe and wholesome condition.

26. The Licensee shall provide a safe receptacle for cigarette ends to be placed outside, either on the wall or close to the wall of the building so as not to cause an obstruction or trip, for the use of customers.

27. Any sales of alcohol shall be charged at no less than 50p per unit* of alcohol. The licence holder will prepare a price list calculating the units for each available product, which shall be made available to the Police or Licensing Enforcement on request. *A unit of alcohol is 10ml of ethanol." The number of units is calculated by multiplying the % Alcohol By Volume x Volume in centilitres. Thus a half-litre of beer at 5% ABV contains 2.5 units: $(5/100 \text{ ABV}) \times 50\text{cl}$.

9. REASONS FOR OFFICER OBSERVATIONS

- 9.1 Conditions 8 to 11 above are derived from the applicant's operating schedule. Conditions 12 to 21 have been proposed by the Police, 22 to 26 by Environmental Enforcement and 27 by Public Health. All the proposed conditions have been accepted by the applicant.

10. LEGAL COMMENTS

- 10.1 The Council has a duty as a Licensing Authority under the Licensing Act 2003 to carry out its functions with a view to promoting the following 4 licensing objectives;
- The Prevention of Crime and Disorder
 - Public Safety
 - Prevention of Public Nuisance

- The Protection of Children from Harm

10.2 It should be noted that each of the licensing objectives have equal importance and are the only grounds upon which a relevant representation can be made and for which an application can be refused or terms and conditions attached to a licence.

11. HUMAN RIGHTS ACT 1998 IMPLICATIONS

11.1 There are implications to;

- **Article 6** – Right to a fair hearing
- **Article 14** – Not to discriminate
- Balancing: **Article 1**- Peaceful enjoyment of their possession (i.e. a licence is defined as being a possession) with **Article 8** – Right of Privacy (i.e. respect private & family life) to achieve a proportionate decision having regard to the protection of an individuals rights against the interests of the community at large.

12. MEMBERS DECISION MAKING

A. Option 1

That the application be refused

B. Option 2

That the application be approved, together with any conditions or restrictions which Members consider necessary for the promotion of the Licensing objectives.

13. CONCLUSION

13.1 That Members decide on the application under the Licensing Act 2003.

Group Director, Neighbourhoods and Housing	Kim Wright
Lead Officer (holder of original copy):	Mike Smith Principal Licensing Officer Licensing Service 1 Hillman Street E8 1DY Telephone: 020 8356 4973

LIST OF BACKGROUND PAPERS RELATING TO THIS REPORT

The following document(s) has been relied upon in the preparation of the report.

Description of document	Location
Office File: 194 Shoreditch High Street, E1 6LG	Licensing Service 1 Hillman Street London E8 1DY

Printed matter

Licensing Act 2003

LBH Statement of Licensing Policy

APPENDIX A

Hackney LA01	Application for a premises licence to be granted under the Licensing Act 2003
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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 Mr Gianni Romagnolo SEVEUGRAMS UK LIMITED
(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			
194 SHOREDITCH HIGH STREET HACKNEY LONDON			
Post town	LONDON	Postcode	E1 6LG

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£7,100.00

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	<input type="checkbox"/>	please complete section (B)
f)		a health service body	<input type="checkbox"/>	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	<input type="checkbox"/>	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	<input type="checkbox"/>	please complete section (B)
h)		the chief officer of police of a police force in England and Wales	<input type="checkbox"/>	please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

- 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)

Title Mr			
Surname		First names	
I am 18 years old or over ..			
Date of birth			
Nationality			
Current residential address if different from premises address		UK-England	
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

SECOND INDIVIDUAL APPLICANT (if applicable)

Title Mr			
Surname		First names	
I am 18 years old or over		..	Please tick yes
Date of birth			
Nationality			

Current postal address if different from premises address		UK-England	
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 Gianni Romagno
Address 194 SHOREDITCH HIGH STREET HACKNEY LONDON E1 6LG UK-England
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any) 07810824482
E-mail address (optional) gianni@7gr.co.uk

Part 3 Operating Schedule

When do you want the premises licence to start?

DD MM YYYY
01-06-2017

Current postal address if different from premises address		UK-England	
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 Gianni Romagnolo SEVENGRAMS UK LIMITED	
Address TRADING ADDRESS: 194 SHOREDITCH HIGH STREET HACKNEY LONDON E1 6LG UK-England	REGISTERED ADDRESS: 3RD FLOOR 3 FITZHARDINGE STREET LONDON W1H 6EF UK-ENGLAND
Registered number (where applicable) 10624228	
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company	
Telephone number (if any) [REDACTED]	
E-mail address (optional) [REDACTED]	

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
01	06	2017

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)
 Shop built on two floors, ground floor and basement.
 The shop is being completely refurbished and will be used as a coffee shop. The basement will be used as storage and bathroom. The ground floor will have a counter that will be used to serve coffee and all the cafeteria products. Customers will be able to drink their beverages inside sitting on stools or take their drinks away. We will also display our retail products such as coffee beans bags, coffee cups and mugs and coffee liqueur.

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

50

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 any that apply
a)	plays (if ticking yes, fill in box A)	<input type="checkbox"/>
b)	films (if ticking yes, fill in box B)	..
c)	indoor sporting events (optional, fill in box C)	..
d)	boxing or wrestling entertainment (if ticking yes, fill in box D)	..
e)	live music (optional, fill in box E)	..
f)	recorded music (if ticking yes, fill in box F)	..
g)	performances of dance (optional, fill in box G)	..
h)	anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	..
	Provision of late night refreshment (if ticking yes, fill in box L)	..
	Supply of alcohol (if ticking yes, fill in box J)	<input checked="" type="checkbox"/>

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 type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	07:00	22:00			
Tue	07:00	22:00			
Wed	07:00	22:00			
Thur	07:00	22:00			
Fri	07:00	22:00			
Sat	07:00	22:00			
Sun	07:00	22:00			
			Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		

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 Mr Gianni Romagno	
Date of birth	[REDACTED]
Address [REDACTED]	
LONDON	
UK-England	
Postcode	[REDACTED]
Personal licence number (if known)	
Issuing licensing authority (if known) Please select	

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).

NONE

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	22:00	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	22:00	
Wed	07:00	22:00	
Thur	07:00	22:00	
Fri	07:00	22:00	
Sat	07:00	22:00	
Sun	07:00	22:00	

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)

Strong management controls and effective training of all staff so that they are aware of the premises licence and the requirements to meet the four licensing objectives with particular attention to:

- a/ no selling of alcohol to underage people
- b/ no drunk and disorderly behavior on the premises area
- c/ vigilance in preventing the use and sale of illegal drugs at the retail area d/ no violent and anti-social behaviour
- e/ no any harm to children

- Operating Schedule providing the hours of operation and licensee activities during those hours.
 - Designated premises supervisor confirmed it is obligated to be in day-to-day control of the premises, to provide good training for staff on the Licensing Act (Training Record), to make or authorize each sale
 - Clear "Challenge 25" information to prevent the supply of alcohol to under-age drinkers.
 - CCTV system installed with recording option available
- As a licensed premises we know that it is necessary to carry out our functions or operate their businesses with a purpose of promoting these objectives. We promise to support these objectives through their operating schedules and other measures (including staff training and qualifications, policies, and strategic partnerships with other agencies).

b) The prevention of crime and disorder

CCTV System installed to monitor entrances, exits, and other parts of the premises in order to address the prevention of crime objective.

A clear and legible notice outside the premises indicating the normal hours under the terms of the premises licence during which licensee activities are permitted. Clear and conspicuous notices warning of potential criminal activity, such as theft, that may target customers will be displayed.

Not selling of alcohol to drunk or intoxicated customers.

Custom will not be sought by means of personal solicitation outside or in the vicinity of the premises. Prevention and vigilance in illegal drug use at the retail unit area.

Staff will be well trained in asking customers to use premises in an orderly and respectful manner and prevent drinking alcohol at the retail unit (ex. canned or bottled beer).

c) Public safety

Internal and external lighting fixed to promote the public safety objective. Well trained staff adherence to environmental health requirements.

Training and implementation of underage ID checks.

A log book or recording system shall be kept upon the premises in which shall be entered particulars of inspections made; those required to be made by statute, and information compiled to comply with any public safety condition attached to the premises licence that requires the recording of such information.

First AID boxes should be available at the premises and maintained with sufficient

in date stock.

All parts of the premises and all fittings and apparatus therein, door fastenings and notices, lighting, heating, electrical, air condition, sanitary accommodation and other installations, will be maintained at all times in good order and in a safe condition.

d) The prevention of public nuisance

Noise reduction measures to address the public nuisance objective.

Prominent, clear and legible notices will be displayed at the exit requesting the public to respect the needs of nearby residents and to leave the premises and the area quietly.

Deliveries of goods necessary for the operation of the business will be carried out at such a time or in such a manner as to prevent nuisance and disturbance to nearby residents.

The Licensee will ensure that staff who arrive early morning or depart late at night (ex. for unpacking, pricing newly delivered goods) when the business has ceased trading conduct themselves in such a manner to avoid causing disturbance to nearby residents.

Customers will be asked not to stand around loudly talking in the street outside the premises. Customers will not be admitted to premises above opening hours.

The movement of bins and rubbish outside the premises will be kept to a minimum after 10pm. This will help to reduce the levels of noise produced by the premises.

Any lighting on or outside the premises will be positioned and screened in such a way so as to not cause a disturbance to nearby residents.

Adequate waste receptacles for use by customers will be provided in the local vicinity.

e) The protection of children from harm

"Challenge 25" sign which is a retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable ID (a card bearing the PASS hologram, a photographic driving license or a passport) if they wish to buy alcohol. Well trained staff about requirement for persons' identification, age establishment etc.

Display posters at the premises stating that it is an offence to purchase alcohol on behalf of an underage person (proxy sales).

All the details provided in Training Record Book available the retail unit. Log Book will be kept upon the premises all the time.

Nothing belong existing Health & Safety requirements.

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). • 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	Gianni Romagno

Date	26/4/2017
Capacity	Applicant

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	26/4/2017
Capacity	

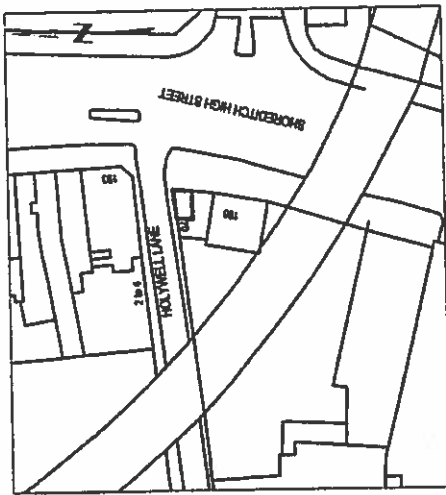
Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)
Premises Address

UK-England

Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

Notes for Guidance

1. 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.
2. 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.



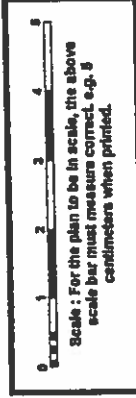
LOCATION PLAN
SCALE 1 : 1250

© Crown Copyright and Aeris 2016
Ordnance Survey 100031873

— boundary of registered land

Lease Plan

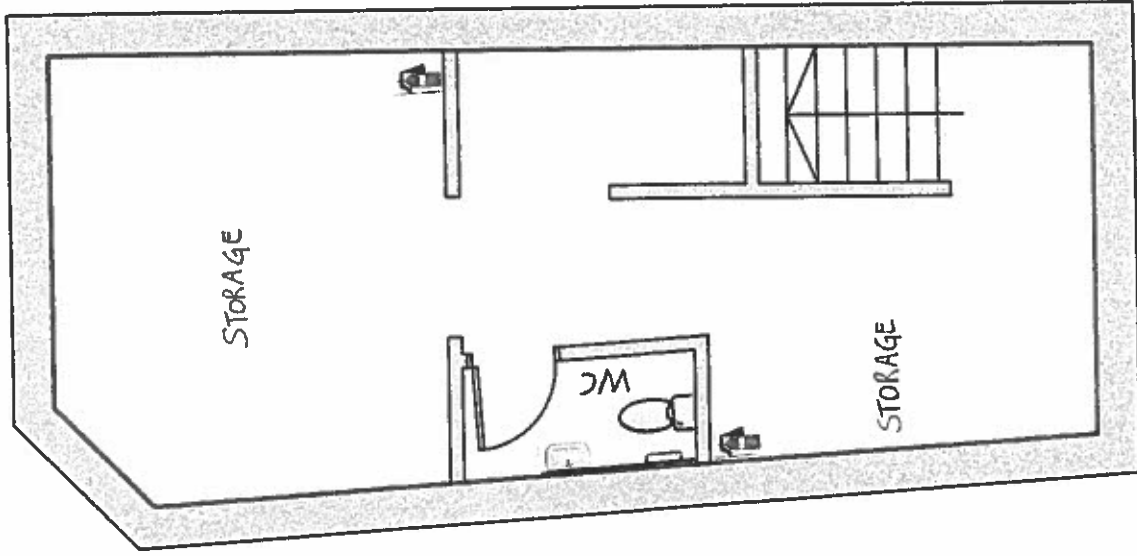
194 Shoreditch High Street
London
E1 6LG



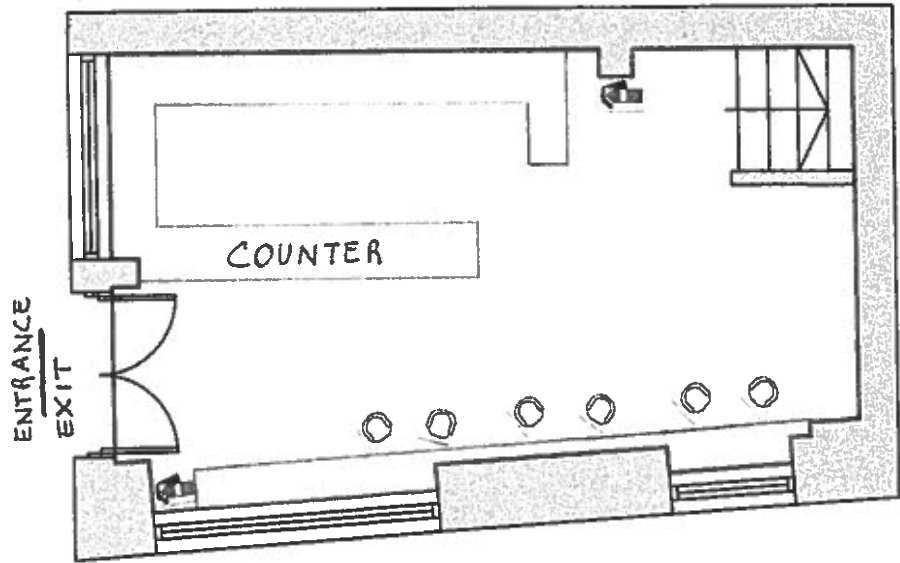
Plot No:	001358	Area:	A4	Scale:	1:50
Ref:	ST	Date:	April 2017		

Luis and Bell
Luis and Bell Surveyors Ltd
Ashbourne Business Centre
Dig Street
Ashbourne
Derbyshire DE6 1GF
01335 300928
m.zambrano@luisandbell.co.uk
www.luisandbell.co.uk

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BASEMENT FLOOR PLAN

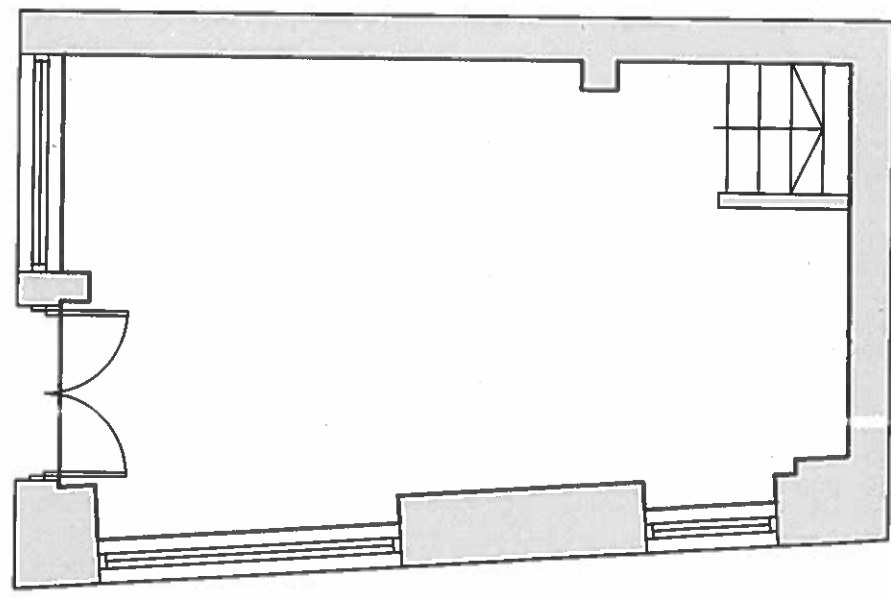


GROUND FLOOR PLAN

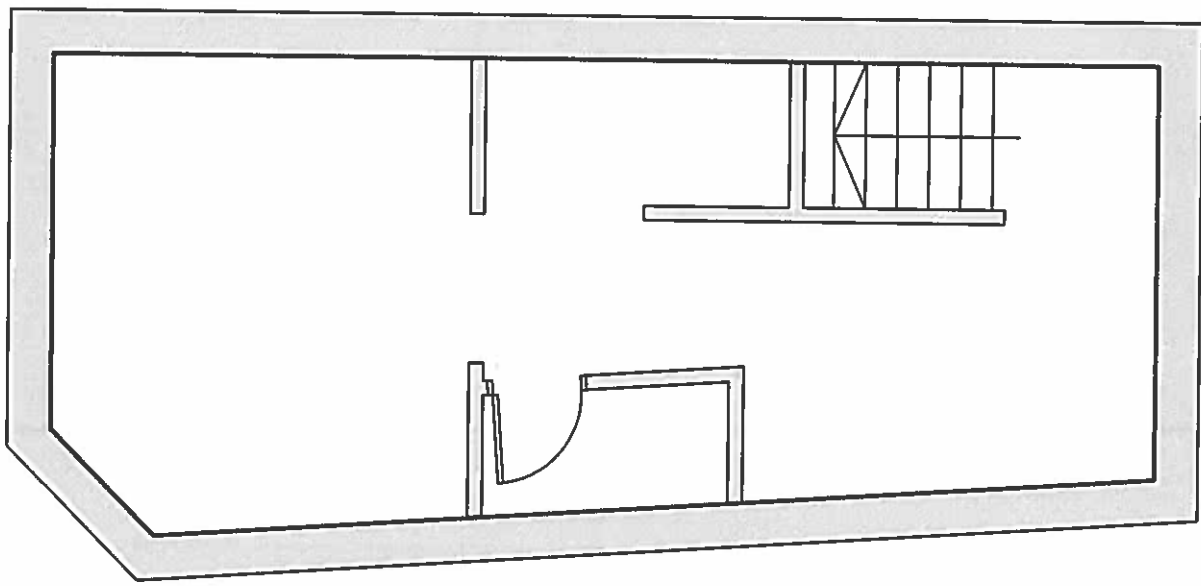


 **FIRE EXTINGUISHERS**

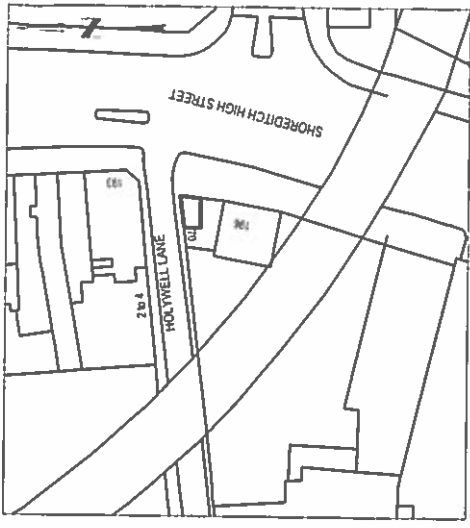
PLEASE NOTE - TO BE PRINTED 'ACTUAL SIZE' NOT ENLARGE OR SHRINK TO FIT



GROUND FLOOR PLAN



BASEMENT FLOOR PLAN



LOCATION PLAN
SCALE 1 : 1250

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Ordnance Survey 0100018773

— boundary of registered land

Lease Plan

194 Shoreditch High Street
London
E1 6LG

Scale : For the plan to be in scale, the above scale bar must measure correct, e.g. 5 centimeters when printed.

drawing no	sheet	scale	date
001358	A4	1:50	April 2017
by	ST		

Luis and Bell Surveyors Ltd
Ashbourne Business Centre
Dig Street
Ashbourne
Derbyshire DE6 1GF
01335 300928
m.zambrano@luisandbell.co.uk
www.luisandbell.co.uk

Luis Bell
SURVEYORS

From: [REDACTED]
Sent: 21 May 2017 12:04
To: Licensing
Subject: 194 Shoreditch High Street, London, E1 6LG

194 Shoreditch High Street, London, E1 6LG

Dear Hackney Licensing,

I write to object to the application by Sevengrams UK Ltd for 194 Shoreditch High Street, London, E1 6LG for a premises licence to allow supply of alcohol for on and off sales from 07:00 to 22:00 Mon to Sun.

This tiny shop is inappropriate for a license, and is amongst the most alcohol-saturated area in all of London.

This small premises is a tiny shop, with little more than a counter. It is unsuited for licensed activities, given the inability to properly monitor and enforce the licensing objectives. There is no possible way it can support either floor staff or door people.

More importantly, this premises is across from some of the areas busiest venues – like Concrete, and Box Park – and there are in excess of 20 licensed premises within 200 metres.

For these reasons, and those set forth below, I object to the application, both for on and off premises sales.

1. The premises are located close to the Shoreditch Special Policy Area and Brick Lane SPA, and therefore should be rejected given the risks of undermining the SPA/saturation zones in the area.
2. This address is located next to some of London's busiest bars. The area surrounding the site is often an open-air club, with violence, vomiting, urination, defecation, drug use and unsociable conduct late into the night, presenting real safety and security issues. According to Hackney Public Health, the area surrounding this venue already has an exceptionally high rate of alcohol-related ambulance pick-ups. Allowing another venue will inevitably contribute to the cumulative impact.
3. The protection of children from harm is vital. Shoreditch is overwhelmed with inebriated and unsociable people due to the concentration of drinking establishments. Evenings attract violence, illicit acts and vile behaviour, and residents have their doors smashed, front doors urinated and defecated on, etc. Residents fear for the safety of their children – of which there are a significant number - who have to walk through this already overwhelmed gauntlet of revelry. This corner is already virtually a no-go area for a sensible family with children.

If this application will be going to the Planning Sub-Committee I would like to be advised of the date.

Yours sincerely

[REDACTED]
Batemans Row [REDACTED]

(I do not consent to the release of any personally identifiable information)

Mike Smith

From: [REDACTED] >
Sent: 22 May 2017 10:47
To: Licensing
Subject: 194 Shoreditch High Street, London E1 6LG

Dear Hackney Licensing,

I write to object to the application by Sevensgrams UK Ltd for 194 Shoreditch High Street, London, E1 6LG for a premises licence to allow supply of alcohol for on and off sales from 07:00 to 22:00 Mon to Sun.

This tiny shop is inappropriate for a license, and is amongst the most alcohol-saturated area in all of London.

This small premises is tiny, with little more than a counter. It is unsuited for licensed activities, given the inability to properly monitor and enforce the licensing objectives. There is no possible way it can support either floor staff or door people.

More importantly, this premises is across from some of the areas busiest venues – like Concrete, and Box Park – and there are in excess of 20 licensed premises within 200 metres.

For these reasons, and those set forth below, I object to the application, both for on and off premises sales.

1. The premises are located close to the Shoreditch Special Policy Area and Brick Lane SPA, and therefore should be rejected given the risks of undermining the SPA/saturation zones in the area.
2. This address is located next to some of London's busiest bars. The area surrounding the site is often an open-air club, with violence, vomiting, urination, defecation, drug use and unsociable conduct late into the night, presenting real safety and security issues. According to Hackney Public Health, the area surrounding this venue already has an exceptionally high rate of alcohol-related ambulance pick-ups. Allowing another venue will inevitably contribute to the cumulative impact.
3. The protection of children from harm is vital. Shoreditch is overwhelmed with inebriated and unsociable people due to the concentration of drinking establishments. Evenings attract violence, illicit acts and vile behaviour, and residents have their doors smashed, front doors urinated and defecated on, etc. Residents fear for the safety of their children – of which there are a significant number - who have to walk through this already overwhelmed gauntlet of revelry. This corner is already virtually a no-go area for a sensible family with children.

If this application will be going to the Planning Sub-Committee I would like to be advised of the date.

Yours sincerely,

[REDACTED]
Batemans Row EC2A [REDACTED]

(I do not consent to the release of any personally identifiable information)

From: [REDACTED]
Sent: 16 May 2017 12:19
To: Licensing
Subject: 194 Shoreditch High Street, London, E1 6LG

Importance: High

194 Shoreditch High Street, London, E1 6LG

Dear Hackney Licensing,

I write to object to the application submitted by Gianni Romagno for 194 Shoreditch High Street, London, E1 6LG.

These small premises have never had an alcohol license. In recent years it has been used as a ladies underwear shop, an estate agents office and more recently a Thai takeaway booth.

These premises are located close to the Shoreditch Special Policy Area and Brick Lane SPA, and therefore risk undermining the SPA / saturation zones in the area.

The site is located next to some of London's busiest bars and clubs and the entire area is already resembling an open air night club, with public urination, defecation, drug use, screaming, shouting and violence ongoing late into the night. There are serious health, safety and security issues at stake here and granting yet another alcohol license in an over saturated area like Shoreditch seems to go against the intention of the 2003 Licensing Act with it's provisions for potential hotspots such as Shoreditch, with it's potential for an explosion of alcohol licenses.

Shoreditch is already completely over-saturated with licensed premises and this has led to atrocious anti-social behaviour and noise pollution problems for the residential and business communities in this area. I believe this application should be rejected because it fails to meet the four licensing objectives

1. the prevention of crime and disorder,
2. public safety,
3. prevention of public nuisance, and
4. the protection of children from harm

Yours sincerely

[REDACTED]

[REDACTED] Holywell Lane, [REDACTED]

From: [REDACTED]
Sent: 23 May 2017 11:44
To: Licensing
Cc: Shoreditch Community
Subject: 194 Shoreditch High Street, London, E1 6LG

I write to object to the application by Sevengrams UK Ltd for 194 Shoreditch High Street, London, E1 6LG for a premises licence to allow supply of alcohol for on and off sales from 07:00 to 22:00 Mon to Sun.

This tiny shop is inappropriate for a license, and is amongst the most alcohol-saturated area in all of London. Just another operator looking to earn extra money to make extra profit because of extortionate rents. So boring. This essentially is an attempt to turn into another off licence - the scourge of Shoreditch. The licence should be rejected out of hand and the operator told not to waste the time of either residents or council!

This small premises is a tiny shop, with little more than a counter. It is unsuited for licensed activities, given the inability to properly monitor and enforce the licensing objectives. There is no possible way it can support either floor staff or door people.

More importantly, this premises is across from some of the areas busiest venues – like Concrete, and Box Park – and there are in excess of 20 licensed premises within 200 metres.

For these reasons, and those set forth below, I object to the application, both for on and off premises sales.

1. The premises are located close to the Shoreditch Special Policy Area and Brick Lane SPA, and therefore should be rejected given the risks of undermining the SPA/saturation zones in the area.
2. This address is located next to some of London’s busiest bars. The area surrounding the site is often an open-air club, with violence, vomiting, urination, defecation, drug use and unsociable conduct late into the night, presenting real safety and security issues. According to Hackney Public Health, the area surrounding this venue already has an exceptionally high rate of alcohol-related ambulance pick-ups. Allowing another venue will inevitably contribute to the cumulative impact.
3. The protection of children from harm is vital. Shoreditch is overwhelmed with inebriated and unsociable people due to the concentration of drinking establishments. Evenings attract violence, illicit acts and vile behaviour, and residents have their doors smashed, front doors urinated and defecated on, etc. Residents fear for the safety of their children – of which there are a significant number - who have to walk through this already overwhelmed gauntlet of revelry. This corner is already virtually a no-go area for a sensible family with children.

If this application will be going to the Planning Sub-Committee I would like to be advised of the date.

[REDACTED]
[REDACTED] New Inn Street

(I do not consent to the release of any personally identifiable information)

Mike Smith

From: [REDACTED]
Sent: 22 May 2017 04:00
To: Licensing
Subject: 194 Shoreditch High Street, London, E1 6LG

APPENDIX B5

Dear Hackney Licensing,

I am writing to object to the application by Sevensgrams UK Ltd for 194 Shoreditch High Street, London, E1 6LG for a premises licence to allow supply of alcohol for on and off sales from 07:00 to 22:00 Mon to Sun.

Allowing a new license to sell alcohol consumption in an area so badly affected by drunks and street chaos should be curbed, not fuelled.

I live with my family and in 5 years the area has changed from being a balanced area to one you simply can no longer go out at weekends in the evening from all the stag parties and drunks and urination on our doorway.

The noise from drunks goes on all night from Thursday – Sunday and our children cannot sleep.

To simply continue handing our alcohol licenses exacerbates the areas problems with anti- social behaviour and there is no control of these people on the streets who sit in groups getting drunk.

As andrew has pointed out the the premises are located close to the Shoreditch Special Policy Area and Brick Lane SPA, and therefore should be rejected given the risks of undermining the SPA/saturation zones in the area.

The area is losing the battle to build sustainable retail shops in the area that Tower Hamlets have been so successful blocking all alcohol licenses on Redchurch street and now benefit from one of the best employment zones.

Hackney continues to hand out alcohol licenese and loses millions of pounds each year in employment and the cost to the council in noise pollution and cleaning.

The sooner licensing understands how many millions it is losing and massive detrimental impact to local residents and the fueling the of alchol in the area the sooner Shoreditch can move forward.

With the huge number of hotels about to open in the area the hotels are crying out for retail in the area and if licensing continues to drive the profits of those selling drugs (alcohol) we take a step back from that possibility.

If this application will be going to the Planning Sub-Committee I would like to be advised of the date.

Yours sincerely

[REDACTED]
[REDACTED] Rivington St
[REDACTED]

(I do not consent to the release of any personally identifiable information)

APPENDIX C



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Scale 1/1250

at A4



Date 19/6/2017

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