

VIOLET CAKES

47 Wilton Way

Application for a Premises Licence

APPLICANT'S SUPPORTING BUNDLE

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Violet Cakes – 47 Wilton Way
Application for a Premises Licence

CONSOLIDATED DRAFT PROPOSED CONDITIONS
AND LICENSED HOURS SUMMARY

Hours Applied for:

Sale by Retail of Alcohol (only with a sale of food):

Sunday to Thursday 08:00 to 20:30

Friday to Saturday 08:00 to 21:30

Opening Hours:

Sunday to Thursday 08:00 to 21:00

Friday to Saturday 08:00 to 22:00

Note: all non-standard timings withdrawn.

Proposed Draft Conditions

PREVENTION OF PUBLIC NUISANCE

1. Save for take away service, the premises shall only operate as a bakery and cafe
 - (i) in which customers are seated at tables,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provide food in the form of substantial table meals, pastries and freshly baked cakes that are prepared on the premises and are served and consumed at the table using non disposable crockery (except chopsticks),
 - (iv) which do not provide any take-away service of food or drink after 23.00, and
 - (v) where alcohol shall not be sold or supplied, otherwise than with a sale of food.

Notwithstanding this condition customers are permitted to take from the premises part consumed, and resealed bottles of wine supplied ancillary to their meal. Further, customers are permitted to purchase bottles of wine (including sparkling wine/champagne) to consume off the premises.

2. During the hours of operation, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.

3. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
4. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and to leave the area quietly.
5. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before collection times.
6. Loudspeakers shall not be located in the entrance lobby or outside the premise building.
7. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly
8. The premises licence holder shall ensure that any patrons smoking outside the premises do so on an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the public highway.
9. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.
10. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
11. No fumes, steam or odours shall be emitted from the licenced premises so as to cause a nuisance to any persons living or carrying on business in the area where the premises are situated.

PREVENTION OF CRIME AND DISORDER

12. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All 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. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
13. A staff member from the premises who is conversant with the operation of the

CCTV 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 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 on request to an authorised officer of the City Council or the Police, which will record the following:
 - a) All crimes reported to the venue;
 - b) All ejections of patrons;
 - c) Any complaints received concerning crime and disorder;
 - d) Any incidents of disorder;
 - e) All seizures of drugs or offensive weapons;
 - f) Any refusal of sale of alcohol.

15. There shall be no striptease or nudity and all persons shall be decently attired at all times unless the premises are operating under the provisions of a Sexual Entertainment Licence.

PREVENTION OF CHILDREN FROM HARM

16. A challenge ~~21~~ 25 proof of age scheme shall be operated at the premise where the only acceptable forms of identification are recognised photographic identification cards such as a driving licence, passport or proof of age card with the PASS hologram.

PUBLIC SAFETY

17. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.

18. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

19. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.

20. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.

21. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.

22. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.

Further Conditions Agreed with Community Safety and Enforcement Service

23. The Licensee shall ensure that all staff are fully trained and made aware of the legal requirement of businesses to comply with their responsibility 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.
24. 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.
25. In order to minimise the amount of time any waste remains on the public highway in readiness for collection, the Licensee will ensure the timeframe within which it may expect its waste carrier to collect is adhered to.
26. The Licensee shall instruct members of staff to make regular checks of the area immediately outside the premises and remove any litter, bottles and glasses emanating from the premises. A final check should be made at close of business.
27. The Licensee shall provide a safe receptacle for cigarette ends to be placed outside for the use of customers, such receptacle being carefully placed so as not to cause an obstruction or trip.
28. The current trade waste agreement/duty of care waste transfer document shall be conspicuously displayed and maintained in the window of the premises where it can be conveniently seen and read by persons standing in Violet. This should remain unobstructed at all times and should clearly identify:-
- the name of the registered waste carrier the date of commencement of trade waste contract
 - the date of expiry of trade waste contract
 - the days and times of collection
 - the type of waste including the European Waste Code

Further Conditions Agreed with Police

29. Off sales that are consumed in the designated external seating area shall be made only with a sale of food, and provided only to seated customers.

Violet Cakes – 47 Wilton Way
Application for a Premises Licence

STATEMENT OF CLAIRE PTAK

My name is Claire Ptak and I am the owner and operator of Violet Cakes. I have been a proud E8 resident for the last 12 years and I am lucky enough for my business and home to be just a stone's throw away from one another. I am American but I have recently been granted British citizenship so I feel more at home than ever.

As many of you know, Violet Cakes has been operating for over 10 years – it evolved from a small stall on Broadway market to the bakery/café it is now. I have had the pleasure of baking for locals, cake enthusiasts from all around the world, many celebrity clients and of course the Royal family in the spring of 2018.

Working Locally

I employ 25 locals, many of them youngsters who can be seen to rise their way through the ranks – progressing from Kitchen Porters to Baristas, Managers and Pastry Chefs in their time at Violet. I am committed to donating to charity and give annually to St John's Hospice and several local primary schools such as Gayhurst, London Fields, Queensbridge and Hackney New School. We have also been involved in supporting the several street parties over the years. On one occasion I also organised a Playstreets community event with Debbie from the estate and organised local chefs from Ottolenghi and Gayhurst school to make food and donated cupcakes and allowed people to use my bakery for the event.

Impact of COVID-19

My business had been closed for six months due to the COVID-19 epidemic and while this has been extremely difficult, it did finally give me a chance to renovate the bakery to allow for more functionality for my staff and a better experience for our customers, all in line with COVID guidelines. This time has also given me a chance to reflect on my business model and offering and I strongly feel that obtaining a Premises Licence should contribute to my business' recovery but I know that it won't drastically change the model or clientele of my business.

I would like to reiterate that my vision is not for my business to become a drinking establishment – it is simply to give customers the choice to purchase a glass of wine or champagne to accompany their lunch, tea or cake.

Customers will only be allowed to purchase alcohol with food, within our reasonable licensable hours and will be seated throughout. There will be several management policies in place to ensure that the licensable activities intended at Violet Cakes will be responsibly delivered and the Licensing Objectives met. ^[1]_[SEP] Mainly there will be a qualified Personal Licence Holder on site at all times who will ensure all of our management policies are being fulfilled ie: respectful dispersal of customers at closing, street management, smoking regulations and challenge 25 policy. We will also be part of an ongoing compliance scheme with Complete Licensing Ltd to ensure the proper recording and handling of any incidents or complaints that relate to our premises.

Concerns Raised By Residents

I have read through the Representations provided by our neighbouring residents and would like to address the concerns raised.

Longer Opening Hours

We actually (post lockdown) open 8:00am to 4:30pm Monday to Thursday and only until 5pm Friday to Sunday. We have applied for later licensed hours as we would like test the water for evening trading and holding occasional promotional events in the bakery. As I set out above, alcohol will only be provided with food and (save for take away customers who want to enjoy their cakes and wine away from the Premises) to seated customers. This will not change our style of operation but could open up a further market to us. In the current national circumstances, being able to trade for longer with fewer customers would really help.

Prices Charged – Concerns that local people would not be able to afford to drink in the premises.

Many of our customers are actually locals. Although it is true that our baked goods are of a premium quality, there is something on our menu for most budgets. What we are hoping to offer people is a choice to have some wine or champagne with their food. Yes, that will cost more than drinking at one of the nearby pubs, but we want to keep attracting customers who come for our food, then offer them a little more. If someone wants to buy more drink for less money, they can go to the pub or off-licence; if they would like fewer drinks, with food, I am hoping they will come to us.

Delivery Noise

I am afraid this has never been raised with me or my staff. As we are primarily a bakery, our deliveries come in the morning to allow us to bake for the day. The earliest delivery is indeed 4am but this is very rare and all delivery drivers would be conscious of making noise.

This is essential for our business. Given the limited volumes of alcohol we are expecting to sell, deliveries of alcohol should be managed within our existing delivery runs – after 8am.

Late Night Parties

We have had some promotional events but never late night parties. I am more than happy to answer any question the Committee may have when we meet and it may be that we can identify the activity that causes the residents' concern and address it.

Staff Setting Out Tables and Chairs at 6/7am

Our front of house staff have never arrived earlier than 7am and the tables and chairs are the last thing to be done. I have never received a complaint regarding noise from this activity, or any other. Again, if this is something that causes concern, I am happy to explore ways of addressing it but would appreciate the input of the residents as to exactly what they feel is causing them disturbance.

Premises Nearby

The Wilton Estate Tenants and Residents Association have helpfully set out that:

“Within a half-mile radius there are 6 pubs, 12 restaurants and 10 places selling alcohol”

This includes off-licences in Wilton Way and Greenwood Road. It is true that people can buy alcohol cheaply nearby, and then drink outside. They can do this at pubs like the Spurstowe Arms or simply go to one of the off-licences and then drink wherever they want. We have all seen this happen.

Our client profile is very different to the customers of the pubs and off-licences and we do not intend for that to change. Our income comes from baking and selling baked goods, with additional revenue being generated by selling coffees and other soft drinks. We hope to slightly increase our turnover again by selling wine and champagne to our customers who come thanks to our reputation for great food.

If someone wants to go to a drink-led venue, where they can buy more alcohol for less money, they will simply go elsewhere. If they want to eat some great baked goods and maybe have a drink, I hope that they will come to us.

The Spurstowe Arms - Public House on Greenwood Road

I have read that residents are tired of *“customers sitting on the pavement and gutter drinking and blocking the right of way”* and that they have even witnessed a couple having sex nearby.

The irritation and upset that the above has caused the residents is completely understandable. I have copied a plan of the area from Google Maps and have attached it to this statement (**Exhibit CP01**). As you can see, the Spurstowe Arms is located opposite the north-east pedestrian entrance to the Wilton Estate. When customers stand outside of the pub drinking, they can cross the road and stand across the entrance to the estate.

You can see on the plan, that Violet Cakes is located on Wilton Way, away from the entrances to the Wilton Estate. Also, unlike the pub, our customers will only be supplied with alcoholic drinks if they are seated in our premises or at our own tables and chairs outside (that can only be there if permitted by the Council – I attach a copy of our Tables and Chairs licence at **Exhibit CP02**). Our customers will not be allowed to simply buy drinks and stand around near the Estate.

Litter

This is something that upsets me too. Passers-by (members of the public and customers of the various licensed premises nearby) do throw their rubbish away on the public highway and around Violet Cakes. My staff spend a good amount of time every day cleaning up rubbish (even before we open) to keep the area looking pleasant. As for any rubbish generated by our customers sitting outside, we clean this up throughout the day. If we didn't, customers wouldn't want to spend their money on food and drink from our premises.

I have reflected the above in our Management Polices, as developed in consultation with our consultants.

As for the broken beer bottles that appear around the area, we are always having to clean these up in the morning when we come in. It seems people buy bottles of beer from the off-licences and supermarkets and drink them in the public areas nearby in the late evening and night-time. At least if we do open later, we should put off people that want to use the area to drink.

COVID 19 Compliance

Residents are concerned that patrons of the local pubs are "*gathering with no regard for personal or public safety.*" I have seen this myself and can assure everyone that we will be taking Social Distancing seriously at Violet Cakes. Importantly, our patrons will be seated, which makes it far easier to enforce Social Distancing than simply letting them stand around drinking.

As for the queue that formed for our grand reopening, our customers were so happy to see us reopen after 6 months and so eager for cake after such a long time they queued up an hour before opening. Although this was flattering for our business, this is not something that happens normally. Also, the queue was longer than it would otherwise have been

because people spaced themselves 1 to 2 metres apart (depending on their other measures). Sadly, queues are a part of life now as we deal with the COVID-19 epidemic. It also reduces the number of patrons we allow into the building.

Placement of Tables and Chairs

Originally, we had a licence to put tables and chairs on the highway, in front of the bakery. We then increased this to include the highway to the East side of the building, next to the public benches. We did this in discussion with the Street Trading inspectors and paid a higher licence fee for the larger area. It appears that our licence was not updated but this has been rectified as can be seen in the licence at **Exhibit CP02**.

We have taken steps to minimise disturbance on the pavement by moving tables and chairs away from the front of the building (this is reflected in our licence) so that people can queue close to the building and still allow anyone else to pass. We have also experimented with using the disused Council land to the West of the building although, as this is not public highway, we cannot get a licence for it.

Public Urination

This has caused us distress also. Customers of the nearby pubs and members of the general public passing-by, continue to do this, although we have managed to reduce it by having our staff confront people trying to use the public space as a toilet. We also have to clean the area around Violet Cakes to make it welcome. I can honestly say that neither I nor any of my staff have witnessed Violet Cakes customers urinating in public.

Disorder

Our customer profile is predominantly aged 25 to 55, enjoying baked goods and a drink in their lunch hour or after work. At weekends, the average age goes up a little. We don't appear to attract the younger, more boisterous crowd and in offering wine or champagne with our cakes and other baked goods, I do not see this changing. That is my precise business model. The current clientele do not buy Class A drugs from the Wilton Estate and I cannot see that changing if those same customers drink wine or champagne with their food.

Use of the Highway

It is true that customers who have purchased food from our bakery do sit on the public benches when they are free. Members of the public also sit on them. Alcohol will only be sold, with food, to customers seated in our premises or at our own tables and chairs. We will not serve alcohol to customers who choose to sit at the public benches (that may not be there much longer as the Council has plans to remove them and install a 5G mobile mast).

No member of the public has ever been told by my staff that they cannot sit at the public benches unless they buy food from Violet Cakes. I am surprised by that comment. We do however use a licence to place our own tables and chairs on the highway. This was not renewed during the COVID lockdown, but we have applied to renew it for our reopening and it is now in place as I explain above. We have been inspected by the Council's officers many times and they were always happy with the number and location of our tables and chairs. We will always comply with the Council's requirements for placing tables and chairs on the highway.

Use of Parking Spaces

I am afraid that I do not understand what is meant by this. I am the only one who parks outside the bakery. None of my staff even own cars. We have never parked in residents' parking spaces. There are a number of public, on-street spaces but these are always in demand given the limited number of them.

My Dedication to Violet Cakes

It has been said I am never on the premises. Violet Cakes is my life and my livelihood, I have been in most days since reopening and was in 2-3 times a week before we closed. I am an author and have written 5 cookbooks and am currently writing the 6th for Penguin Random House. I write at home rather than at the bakery for privacy and concentration. I am also a food stylist and Consultant and have work doing this which sometimes takes me away from the day to day running of the bakery but I am extremely hands on. When I started the business 15 years ago, it was in my kitchen just me, baking all day Friday and selling at Broadway Market all Day Saturday rain or shine. I started my business with £50 and have worked for the last fifteen years to make the best possible Cakes I can and to provide jobs and teach people to be better bakers. I also have an Instagram following of over 200,000 people who enjoy baking my recipes and seeing the cakes we produce right here on Wilton Way. I see it as an honour and a privilege to make my living doing something that makes so many people happy.

I will be in attendance on Thursday (by video link as is required these days) and look forward to discussing any of the issues that have been raised.

Claire Ptak

Exhibit CP01



Temporary Shop Front Trading Licence Card

The Council may revoke or vary or refuse to renew this licence if:

on account of misconduct, or for any other sufficient reason the holder is in the opinion of the Council unsuitable to hold it; or (2) the space available in the street specified is insufficient; or (3) the street specified is not a licence street; or (4) the articles specified are of a class which, under the terms of a resolution passed by the Council under section 24(1) (B) of The London Local Authorities Act 1990 (as amended) may not be sold or exposed or offered for sale in the street specified; or (5) the holder has persistently refused or neglected to pay charges due from him or her to the Council or (6) the holder has for a period of not less than four weeks not fully exercised his or her rights under the licence.

Unless otherwise specified, this licence does not authorise the sale of second hand goods.

Notwithstanding any time specified in the schedule overleaf, the licence does not authorise the holder to trade at any time in contravention of any Order made under the Shops Act 1950 or any other statutory enactment.

Any breach of the conditions of this licence will result in a Fixed Penalty Notice or prosecution or both.



Markets and Street Trading Service. Call **02083565300**

Temporary Shop Front Licence

PAGE: 000014

Name of licensee

Claire Cybele Ptak

Name of premises

Violet Cakes Ltd

Address

47 WILTON WAY, HACKNEY, LONDON,

Postcode

E8 3ED

Class of articles for sale/display/tables and chairs

Tables and Chairs

Special conditions attached to licence:

No advertising boards may be placed on the highway as per section 9.10 of shop front trading regulations.

Schedule

Trading Licence Number

SF626645

Valid from:

09/09/2020

Expiry date:

08/03/2021

Permitted trading days:

Monday - Sunday

Permitted trading days:

8.30 am-22.00 pm

Dimensions of licensed area:

Area 1

Length (m)

3.0m

Width (m)

3.6m

Area 2

Length (m)

Width (m)

Area 3

Length (m)

Width (m)

NOT TRANSFERABLE



Markets and Street Trading Service call 02083565300

THIS CARD MUST BE PROMINENTLY
DISPLAYED IN PREMISES WINDOW

 Hackney



VIOLET

47 Wilton Way, E8 3ED

Mon-Fri 8-6

Sat-Sun 9:30-6

Maple almond granola with yoghurt and honey or coconut yoghurt and agave (vegan, +1.00)

w/ sliced banana **5.50**

w/ seasonal fruit **6.50**

Sourdough or seeded rye toast

w/ salted butter **3.00**

w/ Marmite **3.50**

w/ seasonal jams **4.50**

Almond butter on toast with coconut oil, honey and sea salt **4.50**

w/ sliced banana **5.00**

Serrano ham and olive oil on toast with a boiled egg **8.00**

Grated tomato and olive oil on toast with sea salt and salad leaves **9.00**

Avocado on toast with olive oil, chilli and lime **10.00**

Half **6.50**

Kid's toastie with carrot sticks and seasonal fruit **5.00**

Franny's Breakfast toast with butter, a boiled egg and half an avocado **5.00**

Buffalo mozzarella toastie with Serrano ham and rosemary **12.00**

Half **6.00**

Cheddar, blue cheese and kimchi toastie with sweet jelly on the side **12.00**

Half **6.00**

Cheddar and green onion toastie with sweet jelly on the side **10.00**

Half **5.00**

Serrano ham and Comté cheese quiche with salad leaves **10.00**

Potato, caramelised onion and cheddar quiche with green salad **10.00**

Seasonal quiche (see board) with green salad **10.00**

Violet salad leaves with shallot vinaigrette, a boiled egg, Comté cheese, pickles, olives, rosemary toasted almonds and saucisse seche with bread and butter **14.00**

Hot-smoked salmon with avocado, a boiled egg, salad leaves, bread & butter or toasted almonds **14.00**

Sides: Half avocado **2.50** Boiled egg **2.50** Salad leaves **4.00**

Please speak to a member of staff if you have any food allergies/intolerances.

Breads from E5 Bakehouse. Cheeses from Borough Cheese and Neal's Yard Dairy. Salmon from Severn & Wye Smokery, Produce from Natoora, Fern Verrow. Organic eggs from Havensfield Farms. Milk and yoghurt from Northiam Dairy.

HOT DRINKSEspresso/Americano **2.80**Macchiato/piccolo **2.90**Flat white **3.00**Cappuccino **3.20**Latte **3.50**Mocha **3.80**Hot chocolate **3.80**Babyccino **1.50**Kid's hot chocolate **2.50**Mug of Barry's breakfast tea **2.00**Loose leaf tea in a pot for one **3.00****SOFT DRINKS**Amalfi lemonade, housemade **3.20**Seasonal fruit soda, housemade (see board) **3.20**Lemon verbena iced tea, housemade **3.00**Coconut water, Fountain of Youth **5.50****ALCOHOL****Sparkling white**

Els Vinyerons, Pregadeau Cava, Xarel-lo, 2017 - £7.50 / £36

Sparkling rose

Camillo Donati, Ribelle, Barbera, 2018 - £7.50 / £38

White

Sepp Muster, Opok, Sauvignon / Chardonnay Blend, 2018 - £9 / £46

Werlitsch, Vom Opok, Chardonnay, 2017 - £10 / £52

Red

Els Vinyerons, Saltamarti, Garnacha / Tempranillo, 2018 - £5.80 / £29

Chato Pelicano, GRW, Grenache, 2016 - £6 / £30

Beer

Kernel IPA, 330ml bottle - £3.30

Cocktails

Negroni - £10

Margarita - £10

CAKES

Our cakes are baked daily – see individual signs on the counter.



**COMPLETE
LICENSING**

VIOLET CAKES, HACKNEY

Crime & Disorder Report
Version 4.1

1. INTRODUCTION

I have been instructed to produce this report and policy document to support the Premises License application and future licensable activities at the business premises known as Violet Cakes, 47 Wilton Way, Hackney, London, E8 3ED.

2. PERSONAL INTRODUCTION

I retired from the police service in April 2016 having served in both Sussex and Metropolitan Police Services. On retirement I was issued with a certificate of service detailing that my career had been exemplary. Throughout my three decades of service I served in many differing roles in both uniform and detective roles including major crime branches, community policing and on retirement as a substantive sergeant I was responsible for the police licensing team in the City Of Westminster.

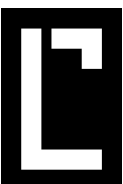
Prior to this I had been the Crime Operations Manager for Central Westminster and was the co-author of Operation Blizzard which is the policing initiative used through the busy autumn nights and Christmas period. This initiative supported Business Improvement Districts responsible for both daytime and night-time economies throughout the high-profile central areas of the City of Westminster. Such was its success with policing to demand methodology and the success it had driving down crime and disorder the Mayor of London firmly embedded Operation Blizzard in the capitals policing plan as best practice.

My community policing roles in Sussex gave me licensing responsibilities in various rural locations and market towns with night time economies.

3. BACKGROUND

The application has been made by the owner and founder of Violet Cakes, Miss Claire Ptak. The business itself was started by Miss Ptak some 14 years ago baking and selling cakes on the Broadway Market stalls in Hackney. The premises which Violet Cakes currently occupies was a derelict office space and had been for some length of time.

Through Miss Ptak's hard work and innovation the vibrant 'Violet Cakes' bakery and café came into being and has proved to be a successful and well managed business that both local residents and beyond come to



enjoy. Top quality cakes and light meals with a great coffee, tea or other non-alcoholic beverages are currently available.

Such has been the ongoing success of Miss Ptak she is the author of many baking and cookery books, and has now achieved world-wide fame having been responsible for the baking and decoration of the wedding cake for HRH Prince Harry and his wife Megan Markle and more recently the birthday cake for Sainsburys Supermarkets that was cut by her Majesty The Queen.

Following the Coronavirus (Covid – 19) outbreak Miss Ptak at last found the time and space to refurbish the current premises. Miss Ptak is now looking to give another experience to her valued customers and the opportunity to enjoy a chilled glass of champagne, wine or refreshing cocktail with her lunches and afternoon teas, allowing customers to enjoy family celebrations such as birthdays and other special occasions. To coincide with the hard-earned refurbishment the application for a premises license has been placed.

Miss Ptak has made Hackney her home, which is a far cry from her American routes. She has now obtained British Citizenship (Awaiting ceremony delayed by Covid-19). Over the years she has employed many local people. Many of these have been young and started in her kitchens washing up and waiting on customers. Now they can be found as expert bakers in the kitchens with skills and a future before them. Many have gone on to University and other careers all of the back of starting their working life with Violet Cakes. Miss Ptak currently employs 25 people which is supporting the local community.

Violet cakes can also be found supporting local charities and organisations showing a strong commitment to the local community and the business intention to continue to employ members of the local community.

4. LOCATION & PREMISES

The premises itself is situated in the middle of mixed residential accommodation in the London Borough of Hackney. Some 4 miles north-east of central London. Both large social housing estates and varying private residential properties can be found in this quite suburb of London. Without doubt this area is very up and coming and becoming more desirable as an ideal hub for commuters and those looking for business opportunities. Good London over ground links are available from the city and it was clearly evident from my visit to the premises many families are seeing the Hackney area as an ideal location with which to live, commute and work.

The building subject of this application is small. A former small office block. As seen from the plans a great deal is achieved from such a small premise. The refurbishment has allowed the business to operate with a more Covid friendly flow with an entry and exit door now being achieved. The lower floor is set up with a

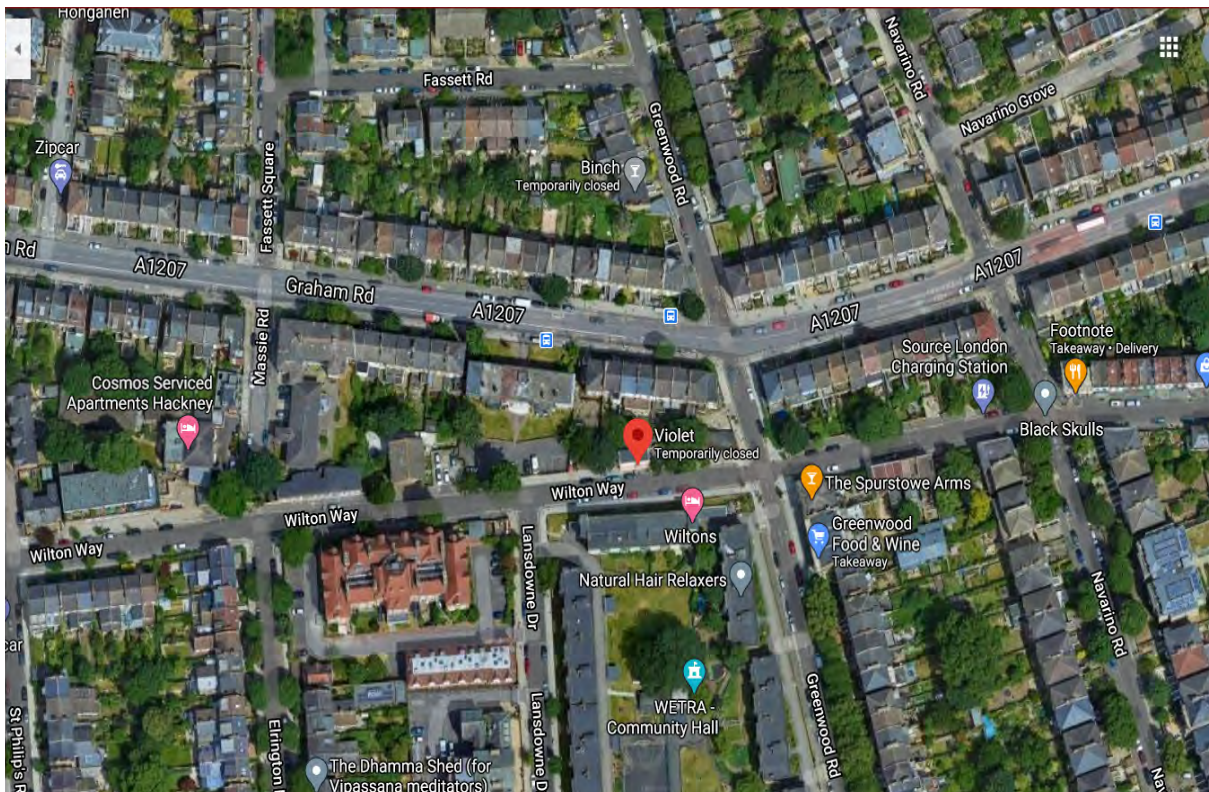


kitchen/bakery area and another room which will allow for meal preparation and washing up. The upper floor gives sufficient space for 20 patrons to be seated. There is the capacity to seat a further 30 outside. All this gives a small and comfortable experience for customers with little impact on local residents or other businesses.

There are other licensed premises in the area but all offering differing services and products. The nearby Spurstow Arms a typical Victorian built public house synonymous in the London area found on the junction of nearby Navarino Road. It is some 70 yards from the frontage of Violet Cakes. Next to this is the small Green Wood Food & Wine super market and off-license serving the local community until 2200 each day. You will find 300 yards further east a small parade of Victorian fronted shops which are all operating as trendy coffee shops, deli's or restaurants with a further off license called M&B Supermarket which operates until 2300 each day, and clothing shop. As you would expect to find in the area other public houses can be found all with differing styles and atmospheres. In general the area feels very relaxed with a supportive community.

I have provided some images below to detail the location and outlook.

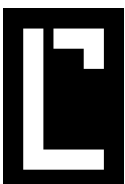
Satellite view of 47 Wilton Way, Hackney, E8 3ED



Street view looking east along Wilton Way
Violet Cakes building to the left and properties of Wilton
estate opposite.



Violet Cakes Premises - 2nd September 2020



**Wilton Way 2nd September 2020 - Looking towards Spurstow Arms
Wilton Estate buildings to right.**



Apartments – Massie Road (Behind Violet Cakes) 2nd September 2020



Parade shops opposite end of Wilton Way – 2nd September 2020

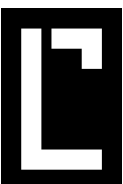


5. APPLICATION & OBJECTIONS

I am aware that the owner Miss Claire Ptak has made the application to secure a Premises Licence to serve alcohol between the hours of 0800 to 2030 Sunday to Thursday and 0800 to 2130 Friday and Saturday. Objections have been raised by the following:

- Hackney Borough Council Licensing on the grounds of Public Nuisance citing previous reported noise issues.
- Hackney Borough Council Community Safety & Enforcement citing Public Nuisance regarding waste and litter and proposing 6 conditions to combat this potential issue. These conditions have been agreed by the Applicant.
- Wilton Estate Tenants & Residents Association expressing concerns against the Prevention of Crime & Disorder, Prevention of Public Nuisance and Public Safety (Covid – 19).
- Various other residents from the Wilton Way Estate and Graham Road to the rear have also submitted objections mostly centred around the Prevention of Crime & Disorder and Public Nuisance.

With regard to the objections around Public Nuisance and the Prevention of Crime and Disorder it is my intention to bring confidence to the Licensing Sub-Committee, responsible authorities and local residents that with this report and policy document, together with the obvious well managed business Violet Cakes is, the licensable activities intended at Violet Cakes will be responsibly delivered and the licensing objectives are met.



6. CRIME & DISORDER POLICY

I have produced this policy to ensure the management and staff support the four required licensing objectives:

- Preventing crime and disorder.
- Securing public safety.
- Preventing public nuisance
- Protecting children from harm

To achieve this the following key areas will be covered and **will** be adopted by the owners and management to ensure the four objectives detailed are met:

- Working in partnership as detailed in the licensing act 2003.
- Major incident policy.
- Security Policy.
- Potential offences and related issues to managed.
- Drunkenness & Disorderly Policy.
- Noise & Nuisance & Anti-Social Behaviour Policy.
- Theft/Lost Property Policy.
- Premises Drug & Weapon Policy.
- Sexual Assault Policy.
- Recording Policy.

All of these policies managed and used correctly will support Violet Cakes in achieving the requirements of the now recognised four licensing objectives.



7. WORKING IN PARTNERSHIP

The successful control of crime and disorder and subsequent investigation should it be required can be best achieved through close partnership working. Strong professional working relationships between the owners, management, supporting consultants, staff, and security teams (should they be required for an event) and all local stakeholders are key to the successful delivery of the licensing objectives. The constant share of information and joined up working will deliver the best possible outcome for all. The following will be adopted into the venues managed approach to partnership work and the control of crime and disorder. The owners of the venue welcome the opportunity to work closely with the following organisations and groups:

- Hackney Police Licensing Team.
- Metropolitan Police Safer Neighbourhood Team (SNT) for the area.
- Hackney Borough Council Licensing Authority.
- Hackney Borough Council Environmental Health.
- Hackney Borough Council Community Safety Department.
- London Ambulance Service.
- London Fire Brigade.
- Hackney Business Associations.
- Local Residents Associations.
- Pub and Club watch schemes.
- Local public and private transport operators.



8. POTENTIAL CRIME & DISORDER OFFENCES AND RELATED ISSUES (VIOLET CAKES LOCATION)

- Offences against the licensing act 2003 (Underage drinking, drunkenness).
- Theft (Contrary to Sec 1-7 Theft Act 1968)
- Criminal Damage Act 1971 (Potential offences to venue, surrounding properties and vehicles.
- Child Exploitation 2003 Criminal Justice Act.
- Child Neglect Contrary to Children & Young Persons Act.
- Anti-Social Behaviour (Noise & nuisance)
- Potential terrorist threats and activity. (Crowded Places)
- Harassment
- Bribery & Corruption
- Littering
- Client Dispersal
- Street Management & Smoking

It is important to recognise that this venue has operated as a small bakery and café very successfully for the past ten years. Albeit they premises is now seeking a license to allow the consumption of alcohol on the premises the actual business model is not changing. It is still the same venue, serving the same cakes and meals but just looking to enhance its business potential. I am of the opinion that although the premises must consider the full licensing objectives and act responsibly there will be little change other than customers may take an alcoholic drink completely ancillary to a meal. The customer profile remains the same with the venue offering alcohol with food. In no way will the premises looking to promote a drink led clientele. The above list would suggest that the granting of a license will immediately provoke such offending and related issues to exist. To the contrary the management and staff will be focused on ensuring the customers, local communities, responsible authorities, and emergency services will not be subject to such issues when the licensable activities are taking place.

The owners, management, and associated licensing consultants will ensure the licensing objectives are met.

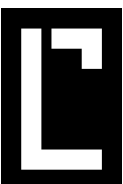
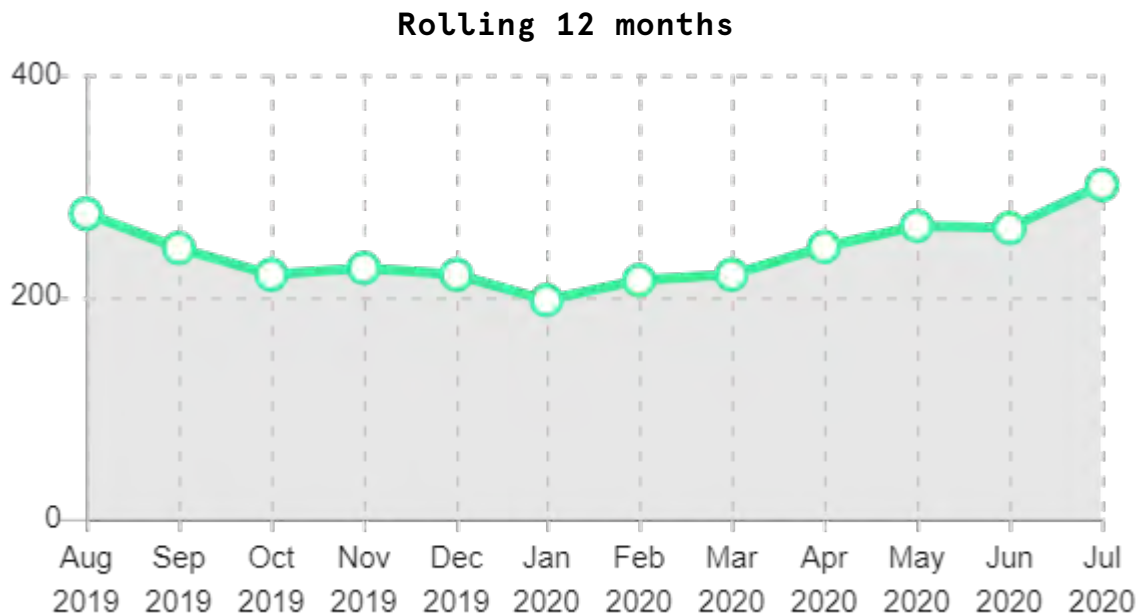


9. CRIME STATISTICS DALSTON

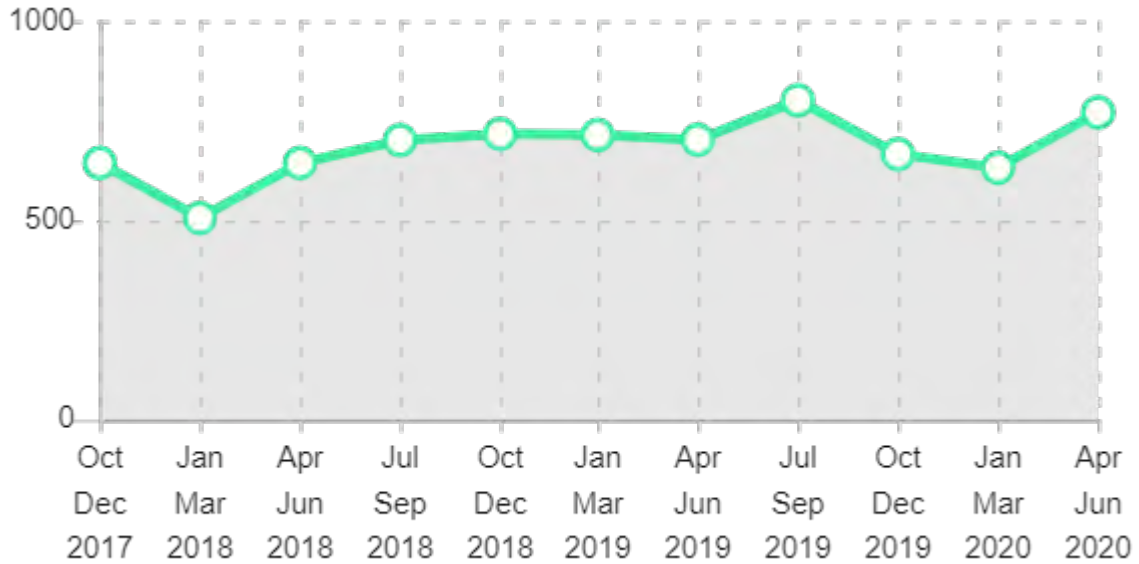
The below is the most recent charts on recorded crime taken from Police UK statistics for the Dalston Police area in which this venue sits. Its boundaries sit against another Police area, so this has produced a slight anomaly in the recorded figures (7 recorded crimes) in which this premises are located. This is due to the boundary markers. Crime types are consistent with what you would expect in this suburb and housing demographics. Crime reported in July 2020 numbered 301 for the entire area, the majority of which took place in the Dalston Junction location.

The month on month statistics are very consistent year on year. There is **NO** reported crimes at the venue's location. It is sandwiched between a crime hotspot for anti-social behaviour and nuisance in the Cosmos Serviced Apartments in Massie Road and the junction of Greenwood Road and Navarino Road. There is nothing causally linking crime and disorder to the nearby Spurstow Arms.

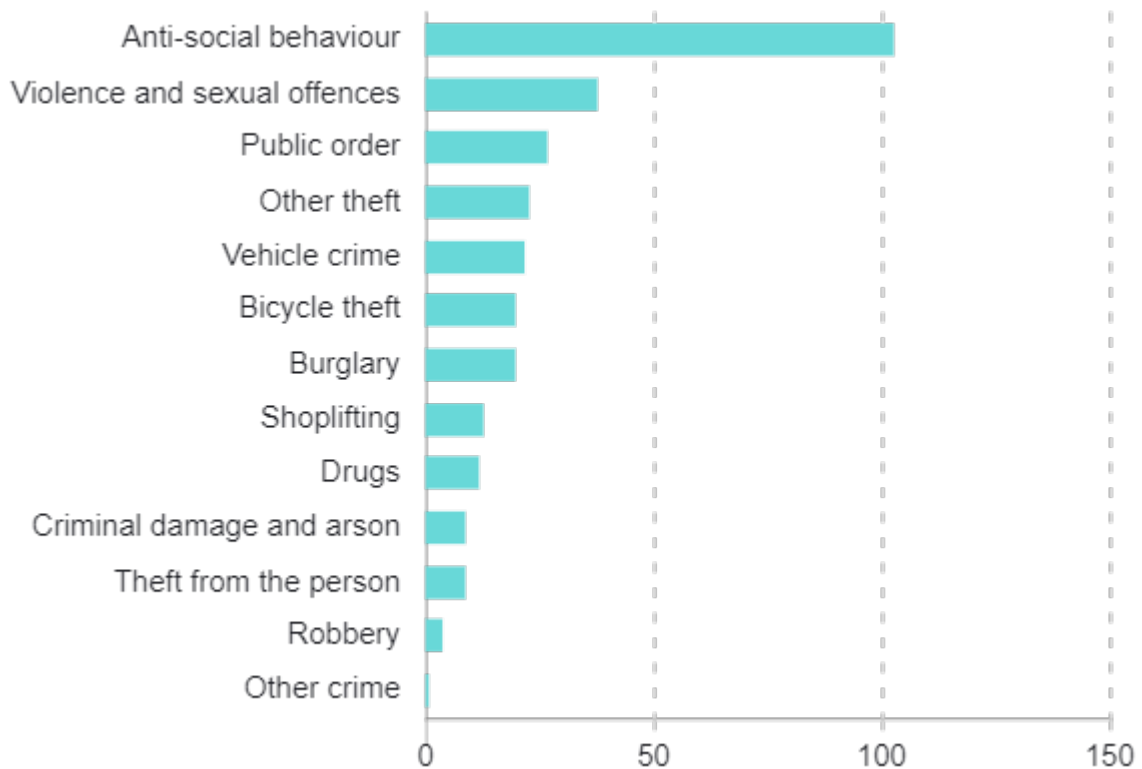
I am unable to determine if any of the Public Houses or other venues within the immediate area are attributable to the anti-social behaviour, public order or nuisance recorded in the area. I think this unlikely as at the time of writing there has been no objection to this application from Police on the grounds of preventing crime and disorder, public safety, or public nuisance.



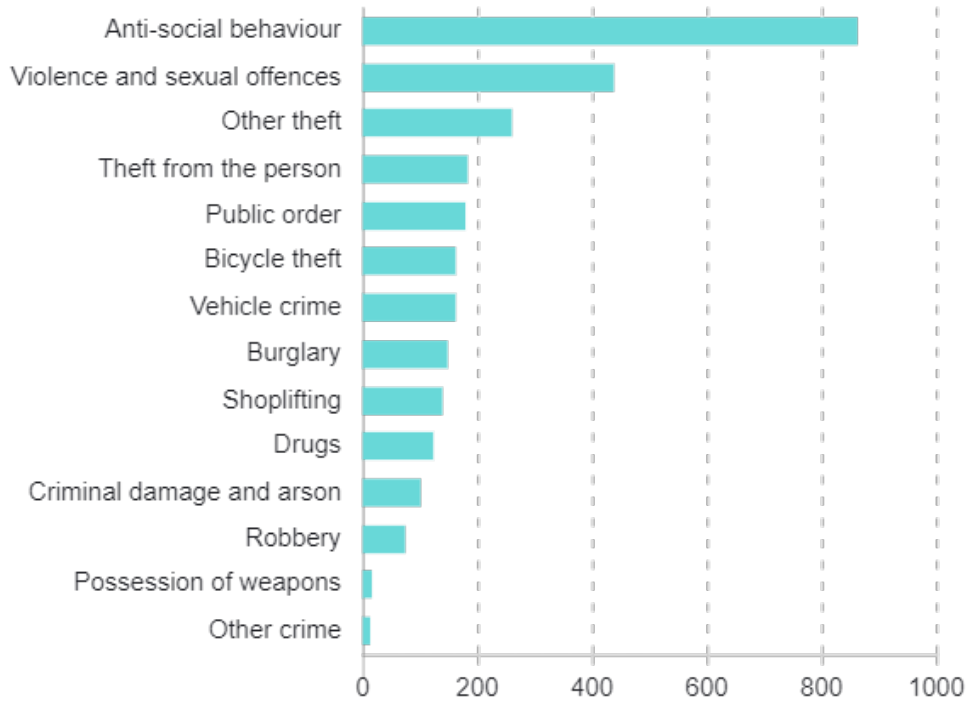
Crime per quarter Last 3 years



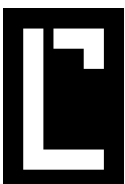
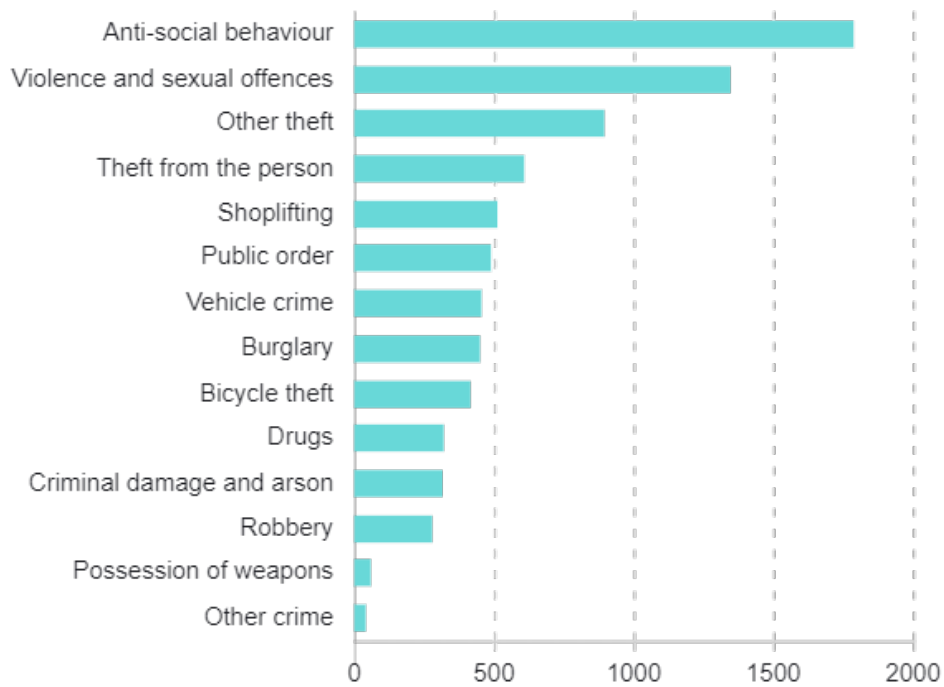
Crime by Type - Latest month July 2020



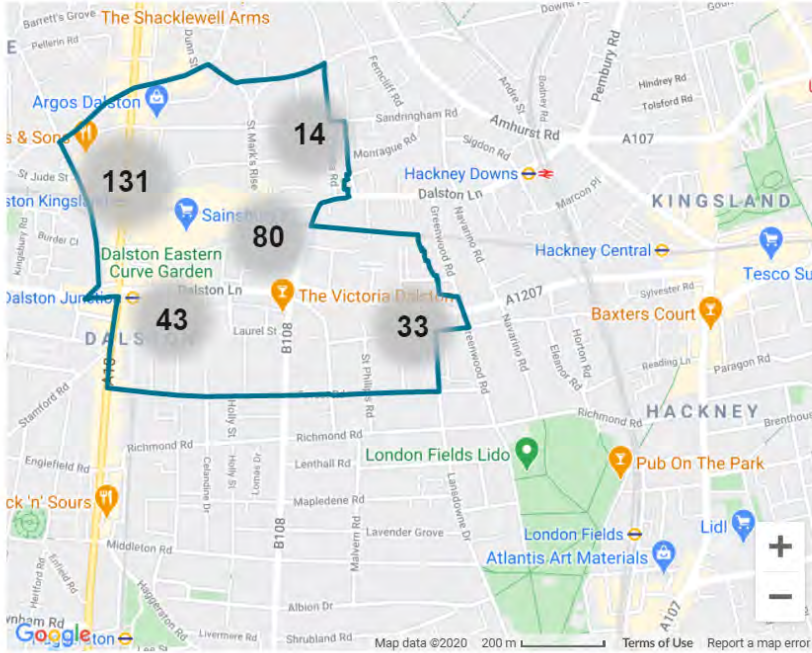
Crime by type = Last 12 months



Crime by type - Last three years



Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Edit crime type and time period

All Crimes (301)

July 2020

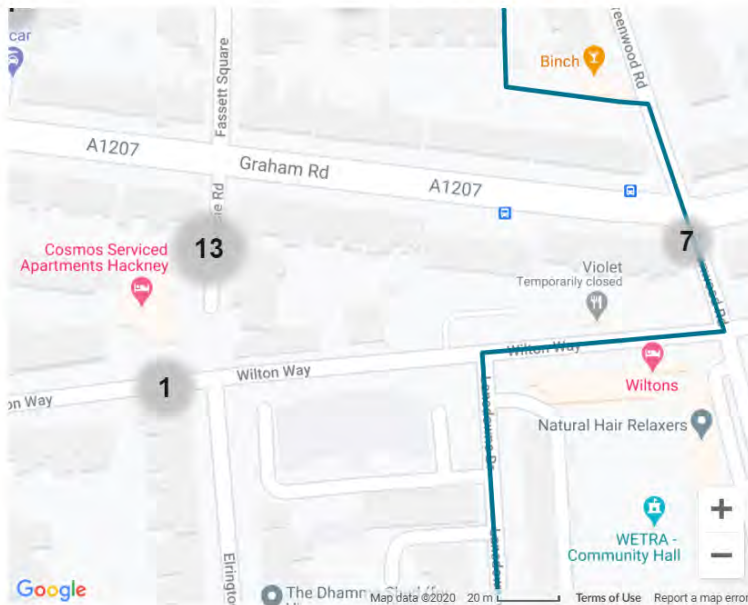
301 crimes were reported here in July 2020

Anti-social behaviour	103
Violence and sexual offences	38
Public order	27
All other crime	133

[View crime definitions](#)

[Download area crime data](#)

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Edit crime type and time period

All Crimes (301)

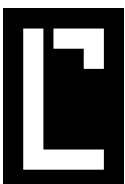
July 2020

14 crimes were reported here in July 2020

Anti-social behaviour	9
Public order	2
Bicycle theft	1
All other crime	2

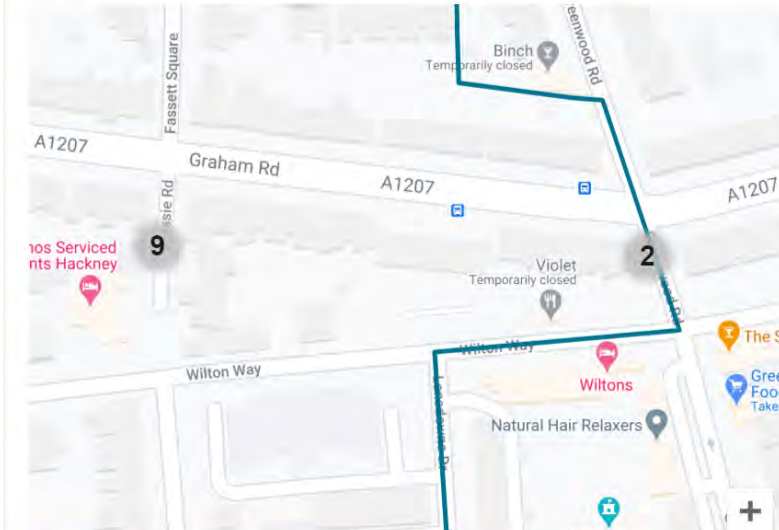
[View crime definitions](#)

[Download area crime data](#)



Explore crimes

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Edit crime type and time period

Anti-social behaviour (103) ▾

July 2020 ▾

103 crimes were reported here in July 2020

Anti-social behaviour 103

[View crime definitions](#)



10. POLICIES TO SUPPORT LICENSING OBJECTIVES (VIOLET CAKES)

11. Challenge 25

Staff will be trained to adopt the Challenge 25 Policy. Staff will be expected to follow the following 3 step approach through all periods of licensable activity.

1. Asses the age of every customer.
2. If staff believe the customer to be under the age of 25 they will be required to ASK for ID. The following forms of documentation will only be accepted as proof of ID.
 - (A) Valid Passport
 - (B) Valid photo drivers' licence.
 - (C) A "Pass" approved card from the national proof of age standards scheme.

Challenge 25 will always be used by staff and it will be emphasised by the Management that:

- Staff are not to rely on security staff and ID scanners at the point of entry.
- That staff are not to use the excuse they are busy.
- That staff believe they have already viewed a suitable form of ID for that customer.

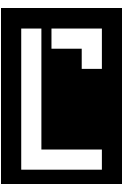
(B) Drunkenness & Disorder Policy

To support the premises commitment to the licensing objectives the following policy will be adopted regarding drunken and disorderly behaviour. The owners, management, DPS, and all other Violet Cakes staff are fully aware of their legal responsibilities to sell alcohol and operate professionally and responsibly. All staff will receive the appropriate training and will be required to adopt the following approach:

- Customers will be refused access to the venue should they show signs of drunkenness or are acting in a disorderly manner at the point of entry.
- Staff will refuse to serve customers who appear to be drunk.
- Staff will refuse to serve customers who are attempting to purchase alcohol for someone who appears to be drunk.
- Staff will refuse to serve any customers that are acting in a disorderly manner.

In addition to this staff will be asked to be vigilant in looking for the following behavioural traits:

- Disruptive behaviour.



- Raised voices and arguments.
- Customers purchasing drinks or shots in quick succession.
- One or more people playing to a crowd.
- People being irresponsible to or being supported by friends.
- Customers with glazed eyes, slurred speech and unsteady on their feet.
- Customers that are quite or asleep.

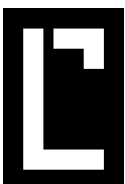
All Violet Cakes staff will be expected to take positive action around such behaviour and deal firmly and professionally.

(C) Theft & Lost/Found Property Policy

The Violet Cakes team are committed to ensuring their clientele enjoy the best possible experience. It is imperative that the management, DPS, and staff, within the premises ensure that customers personal property remains safe and secure and that the police are not burdened with unnecessary crime investigations for theft offences. Equally the Violet Cakes team do not want to be continually attempting to reunite customers with lost/found property.

To ensure these numbers are kept to a minimum and always looking to achieve zero theft offences and persons losing personal items the Violet Cakes team will adopt the following policy:

- Customers will at point of entry be verbally reminded staff to look after items of personal property.
- Clear signage will be placed in both the inside and outside seating areas reminding customers to take care of personal items of property.
- Violet Cakes staff will be vigilant in looking for customers vulnerable items of property and ensuring the customer is reminded to take care of personal items.
- Recovered items of property will be collected by staff and stored in a secure location. The item of property will be recorded, and the time and date found.
- No items of property will be returned without adequate proof of ownership. Such items will be retained at the premises until proof of ownership is confirmed.
- Lost items of property will be collected by Violet Cakes staff in the same manner and the same proof of ownership criteria will apply.
- Customers reporting lost items of property can do so via the Complete Licensing website or by contacting Violet Cakes by telephone. Full details of the person concerned together with an accurate description of the property and possible location within the venue where the item of property was last in the possession of the reporting person will be recorded.



- Once such a report has been received it will be brought to the attention of the DPS, or management for immediate investigation. Every effort will be made to identify and items of lost/stolen property and return them to the owner.
- Items of recovered property will be accurately recorded, and every effort made to return them to the owner. Any such items unclaimed after 28 days will be disposed of or handed to police if deemed to be of sufficient value.

(D) Protection of Children

The very nature of the Violet Cakes business will draw in family groups. The Violet Cakes team will be made very aware of the responsibility the Licensing Act imposes on operators in the protection of children from harm.

Staff members will be trained and expected to monitor children and those thought responsible for them whilst on the premises. Particularly in the areas of:

- Neglect
- Drunkenness
- Exploitation

Any relevant concerns will be brought to the immediate attention of the Police for continued investigation.

(E) Major Crime Policy

The venue itself cannot ignore the fact that it has a responsibility to prevent and assist in the investigation of major crime should the unlikely event it takes place in this small location. However, the owners, management and associated consultants will ensure the police will be contacted should any of the following offences type come to notice on the premises:

- Sexual Assaults
- Possession of drugs or offensive weapons
- Potential terrorist threat or activity

(F) Noise, Nuisance and Anti-Social Behaviour Policy

The Violet Cakes owners, management and recognise that a venue such as this will have members of the public dispersing from the venue throughout the periods of licensable activity. The organisers recognise the



fact that there are both residential and commercial properties located in the vicinity of the premises and as such there may be concerns from these communities, they may be subject of noise, nuisance, and anti-social behaviour.

The Violet Cakes team would like to ensure these communities that the intention is not to change the customer profile or the nature of the business that has operated so successfully over the past ten years. They wish to confirm there will be no change other than an offering of alcohol with the same service and products.

To ensure there is no likelihood of noise, unnecessary nuisance, and anti-social behaviour the following policy will be adopted during the permitted hours of licensable activity.

- The Violet Cakes management and staff will monitor client behaviour both inside and outside of the premises.
- The management and staff will only operate within the curtilage of the premises.
- Clear verbal and signed messaging will be delivered to customers as they leave the premises to respect the local area and residents.
- The Violet Cakes team will look to work in partnership with Dalston Safer Neighbourhood Police Team, local residents their associated residents and tenants associations to deliver a safe and nuisance free environment in the Wilton Way area.
- The Violet Cakes owners, management and staff will ensure to present a clean, clear, waste free environment promoting the area in a positive light for all to enjoy.

(G) Security

- The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Hackney Police Licensing Team. All 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. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
- 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 is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.



- CCTV has been installed to cover both the interior and exterior areas used by customers.
- The capacity of the venue is 20 customers seated in the restaurant area on the upper floor and 30 in the exterior seating. The very nature and client base of the business does not lend itself to requiring SIA security staff. 10 staff members are on duty at any one time and will be more than capable through normal business operations to monitor customer activity. The owners and management will of course secure the services of such suitably trained SIA security staff should such an event and risk assessment at the location require such levels of security.

(H) Client Dispersal

The Violet Cakes Management Team are aware of the potential for neighbourhood noise and disturbance when customers leave at closing time. Management have agreed to implement a written dispersal policy to move customers from the premises and the immediate vicinity in such a way to cause minimum disturbance or nuisance to local residents. Every effort will be made to minimise any potential nuisance and it will be the responsibility of all members of Violet Cakes staff to support this policy.

Winding-down Period:

1. Management have put into place an effective "wind-down" procedure to facilitate prompt closure of the premises and orderly dispersal pattern by customers.
2. Approaching closing time, staff will inform customers that the premises will be closing soon and direct them towards the nearest exit.
3. Given the style of our bakery/cafe business there is a gradual departure of customers and the premises are frequently not full at closing time.
4. If we are trading into the evening, internal lighting levels will be increased during the last 30 minutes of trading.
5. The winding down period outlined above ensures that customers disperse gradually prior to cessation of trade.
6. The Violet Cakes team are proud of their lovely little building and the area they work in. The team will endeavor to keep the area clean and attractive for their patrons and local residents. This means dealing with litter and debris outside our frontage that may have nothing to do with us but in the interests of maintaining good standards and supporting the local community in the area they will still take responsibility and keep the area clean and tidy.
7. Violet Cakes Staff are trained to know:-
 - (a) where the nearest mode of public transport is
 - (b) details of taxi companies, with a number available at the reception



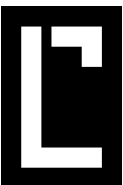
- (c) general local knowledge so that if customers decide to move on the Violet Cakes staff can help them with directions.
- 8. Violet Cakes Staff are assigned key roles, and these include supervising the dispersal and general control of the vicinity.
- 9. Violet Cakes Staff will be easily identifiable in their uniforms and before each shift there will be a team briefing to allocate the roles.

There is a weekly team meeting to discuss any ways that the premises may improve the dispersal of patrons and any actions points are added into each role's job card

(l) Street Management:

This policy has been created to assist in promoting the four licensing objectives. This policy can be changed from time to time following best practice improvements and any recommendations that are approved by Violet Cakes. All members of staff must make sure that they are familiar with the terms of this policy.

1. Smoking is not permitted within any part of Violet Cakes Bakery/Cafe.
2. Customers within the premises who wish to smoke should be directed to the agreed designated smoking area or asked to relocate to the lawfully placed tables and chairs outside.
3. The door attendant(s)/door supervisor(s) or daytime staff on duty shall oversee monitoring the designated smoking area and any lawfully placed tables and chairs.
4. The smoking area and outside tables and chairs should be cleaned regularly, and ashtrays emptied.
5. Customers should be reminded to respect our neighbours and to keep conversations to an acceptable level.
6. The door attendant(s)/door supervisor(s) on duty shall keep a log of any person causing any disturbance or nuisance whether or not that person is a customer. Any person causing a nuisance shall be refused service and asked to leave the premises.
7. The door attendant(s)/door supervisor(s) on duty shall assist in keeping any noise disturbances/incidents from the designated smoking area as well as in the immediate vicinity of the premises to a minimum.



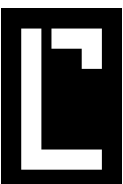
(J) Recording

The venue's Management and staff have a responsibility to record the following information for the benefit of various professional bodies. This must be done immediately concisely, and contain all relevant material related to the incident. Hardcopy notes will be produced for immediacy and a subsequent electronic copy completed for storage and ease of access should it be required.

This will include:

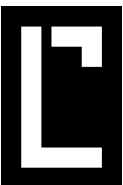
- (a) All crimes reported to the venue.
- (b) All ejections of patrons.
- (c) Any complaints received concerning crime and disorder.
- (d) Any complaints of noise or nuisance.
- (e) Any incidents of disorder.
- (f) Any refusal of the sale of alcohol.
- (g) Any visit by a relevant authority, Police Service, Ambulance Service or Fire Service.

This is an especially important process and the owners and management of Violet Cakes have considered the use of an appropriate Licensing Consultancy Team to assist with and monitor this ongoing requirement.



11. CONSIDERATIONS FOR LICENSING SUB-COMMITTEE

12. The applicant is able to prove herself to be a suitable person to hold a premises license of this nature.
13. The applicant has run a successful business at this location without issue for the past ten years.
14. The applicant is a long-standing member of the local community.
15. The applicant is a significant employer to the local community.
16. The applicant is supportive in the development of young people from the local community.
17. Such is the nature of the applicant her reputation has led her to bake for a Royal wedding and Royal Birthday, promoting local skills to the Hackney area.
18. The applicant proposes little change to the operation of her current business other than there has been a refurbishment to cope with customer flow amid the current Covid 19 pandemic, and the offering of alcohol to a well-established customer base.
19. The applicant is not looking to bring about a change to her customer profile.
20. All alcohol will be served at tables ancillary to meals or cakes.
21. There will be no bar and the promotion of alcohol only by table service.
22. The applicant is requesting very reasonable terminal hours at 2030 Sunday through to Thursday and 2130 Friday & Saturdays.
23. The applicant is incredibly supportive of local organisations and charities.
24. The business model itself does not lend itself to the promotion anti-social behaviour, nuisance, violent crime etc.
25. The premises have not been subject of continued reported crime or police attendance.
26. The Police have withdrawn their objection.
27. The Violet Cakes business has taken a derelict building and transformed it into a successful venue promoting the area in a positive light.
28. The applicant and her team have made every effort to assist with cleaning and tidying the immediate area at their time and cost. This has gone beyond the boundaries of the Violet Cakes property.
29. The crime in the area appears to be highlighted in two distinct areas. The highest reported crime is anti-social behaviour. The crime mapping clearly suggests this offending is constantly taking place away from licensed premises and focused on social housing areas. I would suggest this is in no way attributable to licensable activity or the current activities of Violet Cakes.
30. The applicant is committed to promoting the four licensing objectives and ensuring her management and staff are suitably trained to support them.



- I am of the opinion the proposed licensable activities will have little or no impact in relation to crime and disorder, nuisance, public safety or bring children to harm.
- The local residents, responsible authorities and licensing sub-committee can be confident that the premises will be run to the highest level and all the licensing objectives met.
- From my experience the Licensing Sub-Committee can be confident in granting this license and ensuring Violet Cakes continues to support the local economy.



Violet Cakes Bakery and Cafe

47 Wilton Way
Hackney
London

DISPERSAL POLICY

This Dispersal Policy has been implemented to assist in the promotion of the four licensing objectives, in particular crime and disorder, public nuisance and public safety. This document is subject to change from time to time as it is a working best practices document that may change through discussions with interested parties and more specifically with our neighbours.

The Violet Cakes Management Team are aware of the potential for neighbourhood noise and disturbance when customers leave at closing time. Management have agreed to implement a written dispersal policy to move customers from the premises and the immediate vicinity in such a way so as to cause minimum disturbance or nuisance to neighbours. Every effort will be made to minimise any potential nuisance and it will be the responsibility of all members of staff to support this policy.

1. Winding-down Period

1. Management have put into place an effective “wind-down” procedure in order to facilitate prompt closure of the premises and orderly dispersal pattern by customers.
2. Approaching closing time, staff will inform customers that the premises will be closing soon and direct them towards the nearest exit.
3. Given the style of our bakery/cafe business there is a gradual departure of customers and the premises are frequently not full at closing time.
4. If we are trading into the evening, internal lighting levels will be increased during the last 30 minutes of trading.
5. The winding down period outlined above ensures that customers disperse gradually prior to cessation of trade.
6. We are proud of our lovely little building and the area we work in. We will endeavour to keep the area clean and attractive for our patrons and our neighbours. This means dealing with debris outside our frontage that may have nothing to do with us but in the interests of maintaining good standards in the area we will still clear it up.

2. Door Supervisors

7. As we are a bakery/café, our need for door supervisors is not the same as for pubs, clubs and bars; however, to ensure the promotion of the licensing objectives, we will always risk assess our activities and when applicable, door supervisors shall be maintained until the premises are closed and shall be in position early enough in the evening to ensure

that procedures for promoting public safety and preventing public nuisance are effective.

3. Staff Roles in Relation to Effective Dispersal

8. Violet Cakes Staff are trained to know:-
 - (a) where the nearest mode of public transport is
 - (b) details of taxi companies, with a number available at the reception
 - (c) general local knowledge so that if customers decide to move on the door staff can help them with directions.
9. Violet Cakes Staff are assigned key roles and these include supervising the dispersal and general control of the vicinity.
10. Violet Cakes Staff will be easily identifiable in their uniforms and before each shift there will be a team briefing to allocate the roles.
11. There is a weekly team meeting to discuss any ways that the premises may improve the dispersal of patrons and any actions points are added into each role's job card.

4. Notices

12. Notices shall be displayed at customer exits and in prominent positions requesting that patrons respect the needs of local residents and leave the premises and area quietly.
13. All employees are given appropriate instructions and training to encourage customers to leave the premises and the area quietly.

5. Incident Reports

14. All incidents of crime or disorder or nuisance are to be reported by the designated premises supervisor or responsible member of staff.
15. The licence holder shall ensure that the details of all complaints are recorded in an occurrence book.
16. When required, Violet Cakes staff shall be in place at the exits to wish customers farewell and ask them to leave quietly and shall answer any questions regarding transport availability.
17. Violet Cakes do not tolerate departing customers congregating outside of the premises.
18. Violet Cakes staff should at all times be aware of activity outside of the premises and endeavour by their presence to minimise bad behaviour. They should be aware of potential areas of difficulty (e.g. nearby residences) and provide a presence in those places to minimise potential problems.
19. Whilst carrying out their legitimate duties outside of the premises all staff are trained not to behave in a manner likely to disturb the neighbourhood, conversation and laughter must be quiet.

Violet Cakes Bakery and Cafe

47 Wilton Way
Hackney
London

STREET MANAGEMENT AND SMOKING POLICY

This policy has been created to assist in promoting the four licensing objectives. This policy can be changed from time to time following best practice improvements and any recommendations that are approved by Violet Cakes. All members of staff must make sure that they are familiar with the terms of this policy.

1. Smoking is not permitted within any part of Violet Cakes Bakery/Cafe.
2. Customers within the premises who wish to smoke should be directed to the agreed designated smoking area or asked to relocate to the lawfully placed tables and chairs outside.
3. The door attendant(s)/door supervisor(s) or daytime staff on duty shall be in charge of monitoring the designated smoking area and any lawfully placed tables and chairs.
4. The smoking area and outside tables and chairs should be cleaned regularly and ashtrays emptied.
5. Customers should be reminded to respect our neighbours and to keep conversations to an acceptable level.
6. The door attendant(s)/door supervisor(s) on duty shall keep a log of any person causing any disturbance or nuisance whether or not that person is a customer. Any person causing a nuisance shall be refused service and asked to leave the premises.
7. The door attendant(s)/door supervisor(s) on duty shall assist in keeping any noise disturbances/incidents from the designated smoking area as well as in the immediate vicinity of the premises to a minimum.