

REPORT OF GROUP DIRECTOR, NEIGHBOURHOODS AND HOUSING		
LICENSING SUB-COMMITTEE: 17/06/2021	Classification DECISION	Enclosure
Application for a Premises Licence 29-31 Kingsland High Street, E8 2JS	Ward(s) affected Dalston	

1. SUMMARY

Applicant(s) Pegasus Planning Group Limited	In SPA: Dalston																
Date of Application 23/12/2020	Period of Application Permanent																
Proposed licensable activity Supply of Alcohol (Off Premises)																	
Proposed hours of licensable activities <table> <tr> <td>Supply of Alcohol:</td> <td>Standard Hours:</td> </tr> <tr> <td></td> <td>Mon 08:00-23:00</td> </tr> <tr> <td></td> <td>Tue 08:00-23:00</td> </tr> <tr> <td></td> <td>Wed 08:00-23:00</td> </tr> <tr> <td></td> <td>Thu 08:00-23:00</td> </tr> <tr> <td></td> <td>Fri 08:00-23:00</td> </tr> <tr> <td></td> <td>Sat 08:00-23:00</td> </tr> <tr> <td></td> <td>Sun 08:00-23:00</td> </tr> </table>		Supply of Alcohol:	Standard Hours:		Mon 08:00-23:00		Tue 08:00-23:00		Wed 08:00-23:00		Thu 08:00-23:00		Fri 08:00-23:00		Sat 08:00-23:00		Sun 08:00-23:00
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Capacity: Not known																	
Policies Applicable	LP1 (General Principles), LP2 (Licensing Objectives), LP3 (Core Hours), LP4 ('Off' Sales of Alcohol) and LP10 (Special Policy Areas – Dalston and Shoreditch)																

List of Appendices	A – Application for a premises licence and supporting documents B – Representations from responsible authorities C – Location map
Relevant Representations	<ul style="list-style-type: none"> • Licensing Authority

2. APPLICATION

- 2.1 Pegasus Planning Group Limited has made an application for a premises licence under the Licensing Act 2003:
- To authorise the supply alcohol for consumption off the premises
- 2.2 The application is attached as Appendix A. 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)	Have confirmed no representation on this application
Environmental Health Authority (Environmental Enforcement)	No representation received
Environmental Health Authority (Health & Safety)	No representation received
Weights and Measures (Trading Standards)	No representation received
Planning Authority	No representation received
Area Child Protection Officer	No representation received
Fire Authority	Have confirmed no representation on this application
Police	No representation received
Licensing Authority (Appendix B)	Representation received on the grounds of The Prevention of Public Nuisance and Special Policy Areas.

Health Authority	Have confirmed no representation on this application
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5. REPRESENTATIONS: OTHER PERSONS

None.

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, LP1 (General Principles), LP2 (Licensing Objectives), LP3 (Core Hours) , LP4 ('Off' Sales of Alcohol) and LP10 (Special Policy Areas – Dalston and Shoreditch) 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(Off)

Supply of Alcohol

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.
 - 3.1.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.
 - 3.2 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.
 - 3.3.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.

Minimum Drinks Pricing

4. 4.1 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.

4.2 For the purposes of the condition set out in paragraph 4.1 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.

4.3 Where the permitted price given by Paragraph 4.2(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.

4.4 (1) Sub-paragraph 4.4(2) below applies where the permitted price given by Paragraph 4.2(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

5. The Premises Licence Holder shall not sell super strength beer, lager or cider with an alcohol content greater than 6.5% abv. This restriction shall not apply in respect of specialist branded premium priced products for example craft ales, local or microbrewery specialist products, boxed gifts or national celebratory commemorative beer, lager or cider with alcohol content greater than 6.5% abv.
6. All alcohol sales shall be sold in sealed containers for consumption away from the premises.
7. All staff are to be trained in their responsibilities under the Licensing Act 2003 and under the Challenge 25 policy. Training records are to be kept and updated every twelve months and shall, upon request, be made immediately available to Officers of the Police and the Council in either written or electronic form.
8. Alcohol will be displayed in the area hatched red on the plan. If the premises are open to the public and the alcohol is not available for sale the alcohol will not be available for selection.
9. CCIV systems will be in operation and will cover the area of the premises that the public have access to with the ability to capture a clear facial image of every person who enters the premises. The images will be retained for a minimum of 30 days and will be made available to the authorities on request subject to compliance with data protection legislation.
10. Logs shall be kept and made available to the authorities on request, which will record:
 - (a) All crimes reported to the premises;
 - (b) Any incidents of disorder;
 - (c) Any refusal of the sale of alcohol; and
 - (d) Any visit by a relevant authority or emergency service
11. A record shall be kept detailing all refused sales of alcohol. The refusals log will be maintained and available to the authorities on request. All occasions when persons have been refused service will be recorded and kept for not less than 12 months. This record should be made available to Police and authorised Council Officers on request.
12. A minimum of two members of staff to be present at all times whilst the premises remain open for the sale of alcohol.
13. The premises will apply Challenge 25 as the age verification policy. Where a person appears to be under the age of 25, identification in the form of a passport, photo driving licence or other recognised forms of age verification will be sought and, if not provided, purchase of alcohol will be refused.
14. Posters should be displayed in prominent positions around the premises advising customers of the proof of age policy in force at the premises.
15. If required by law the premises licence holder shall implement and maintain a social/physical distancing and health & safety policy to ensure the safety of customers and staff. Again if required, the policies should limit the number of persons permitted to enter the premises at any one time. Copies of the policies shall be made available to the responsible authorities upon request.

16. Background music shall not exceed a level that allows face to face conversation at normal speech level.
17. Notices shall be prominently displayed at each exit from the premises asking customers to be considerate to neighbours when leaving.
18. The area outside the premises shall be regularly checked during the use of the licence and any litter attributable to the premises cleared.
19. The Premises Licence Holder will observe current Health and Safety and Fire Safety legislation.

9. REASONS FOR OFFICER OBSERVATIONS

- 9.1 Conditions 5 to 19 above are derived from the applicant's operating schedule.

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	Ajman Ali
Lead Officer (holder of original copy):	Shan Uthayasangar Licensing Officer Licensing Service 1 Hillman Street E8 1DY Telephone: 020 8356 2431

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: 29-31 Kingsland High Street, E8 2JS	Licensing Service 1 Hillman Street London E8 1DY

Printed matter

Licensing Act 2003

LBH Statement of Licensing Policy

APPENDIX A

Application for a premises licence to be granted under the Licensing Act 2003

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 Pegasus Planning Group 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			
29-31 Kingsland High Street			
Post town	Dalston	Postcode	E8 2JS
Telephone number at premises (if any)			
Non-domestic rateable value of premises		£ 113,000 (25-31)	

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **Please tick as appropriate**

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
- i as a limited company/limited liability partnership please complete section (B)
- ii as a partnership (other than limited liability) please complete section (B)
- iii as an unincorporated association or please complete section (B)
- iv other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body 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 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 please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- 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)


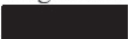
Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over <input type="checkbox"/>		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over		<input type="checkbox"/>	Please tick yes
Nationality					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service: (please see note 15 for information)					
Current residential address if different from premises address					
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 Pegasus Planning Group Limited
Address 
Registered number (where applicable) 
Description of applicant (for example, partnership, company, unincorporated association etc.) Private Limited Company

Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A
P		

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)
 It is proposed that the premises will occupy an empty ground floor unit in a purpose built development with retail on the ground floor and residential premises above.
 The premises will provide general grocery and household goods with a small proportion of the display area proposed to be used for the display of alcohol for sale situated in a space similar to that shown hatched red on the attached indicative plan.
 In order to support the contention that such an operation would promote the licensing objectives the proposed hours and comprehensive operating schedule of conditions look to ensure that promotion of all four licensing objectives will be addressed when the premises are open.

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

N/A

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 all that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, 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 I)

Supply of alcohol (if ticking yes, fill in box J)

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 checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	08.00	23.00			
Tue	08.00	23.00			
Wed	08.00	23.00			
Thur	08.00	23.00			
Fri	08.00	23.00			
Sat	08.00	23.00			
Sun	08.00	23.00			
			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 to be advised	
Date of birth	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	

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

<p>Hours premises are open to the public Standard days and timings (please read guidance note 7)</p>			<p><u>State any seasonal variations</u> (please read guidance note 5)</p>
Day	Start	Finish	<p><u>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</u> (please read guidance note 6)</p>
Mon	07.00	23.00	
Tue	07.00	23.00	
Wed	07.00	23.00	
Thur	07.00	23.00	
Fri	07.00	23.00	
Sat	07.00	23.00	
Sun	07.00	23.00	

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)

It is proposed that the attached conditions would apply to the Licence if granted in looking to address the four licensing objectives.

It is understood that this is an area where cumulative impact is a concern, the layout and the conditions offered for prospective operators to follow are designed to address concerns regarding the operation of the premises.

Please see attached sheet for proposed conditions.

b) The prevention of crime and disorder

c) Public safety

d) The prevention of public nuisance

e) The protection of children from harm

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 or my share code issued by the Home Office online right to work checking service (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)





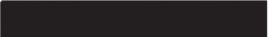
Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

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
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	relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	23 rd December 2020
Capacity	Solicitor agent for the 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	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) David Crank, DWF Law LLP 			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) 			

SITE LOCATION



FIRE EXTINGUISHER LEGEND

1. ALL FIRE EXTINGUISHERS SHALL BE SITUATED IN THE LOCATIONS INDICATED. THERE ARE ADDITIONAL FIRE EXTINGUISHERS AND MANUAL FIREARMS LOCATED AT ADDITIONAL LOCATIONS. THE LOCATION OF ALL FIRE EXTINGUISHERS SHALL BE INDICATED BY THE FIRE OFFICER FOR LICENSING PURPOSES.
 2. NOT ALL FIRE EXTINGUISHERS ARE IDENTIFIED BY THE FIRE OFFICER FOR LICENSING PURPOSES. THE FIRE OFFICER SHALL BE RESPONSIBLE FOR IDENTIFYING ALL FIRE EXTINGUISHERS.
 3. THE FIRE OFFICER SHALL BE RESPONSIBLE FOR IDENTIFYING ALL FIRE EXTINGUISHERS.
 4. EXTINGUISHERS REQUIRED TO BE IDENTIFIED WITHIN THE LICENSING AREA SHALL BE IDENTIFIED BY THE FIRE OFFICER FOR LICENSING PURPOSES.
- WALL MARK

EGRESS LEGEND

- INDICATED CLASS SPACES INDICATED TO BE CLASSIFIED AS PUBLIC SPACES ACCORDING TO NEIGHBOURHOOD DEVELOPMENT ACT BY CLIENT
- ILLUMINATED EXIT SIGN (IF APPLICABLE, INDICATED)
- ILLUMINATED EXIT SIGN
- CUSTOMER ENTRY POINT
- CUSTOMER EXIT POINT
- STAFF ONLY ACCESS POINT

 - Area of the premises the public will access
 - Area alcohol displays restricted to.



leonard
design architects

15, The Old Bank, 100, The Strand, London WC2R 0BB
 Tel: 020 7429 9000
 Fax: 020 7429 9001
 Email: info@leonarddesign.com

ENS274
28-29 KINGSLAND HIGH STREET,
LONDON, E8 2J8

Project Name: [Redacted]
 Project No: [Redacted]
 Date: [Redacted]
 Scale: [Redacted]
 Drawing No: [Redacted]

G-010

TRUE NORTH PLAN NORTH

Re: Application for a Premises Licence - 29-31 Kingsland High Street, London, E8 2JS by Pegasus Planning Group Limited1 message

[REDACTED]

On Mon, 19 Apr 2021 at 21:55, David Crank [REDACTED] wrote:

Hello David,

I trust you are well. My client is now in a position to confirm instructions to advise as to who the proposed tenant will be.

The proposed tenant, whom the applicant is an agent for, will be an Amazon company that will look to develop this store and operate it in a similar way to the Amazon Fresh stores that have opened at Ealing, Wembley and now White City.

The premises would be equipped in a similar way to those stores and the proposed layout will be consistent with that indicated on the plan in the application, alcohol limited to a specific area. I confirm that it is Amazon's intention to operate the premises in a manner that would uphold the licensing objectives, it would only be an off sales facility, there would be no on site consumption permitted.

You will have perhaps have seen information in the newspapers indicating the intention of these stores is to provide a seamless shopping experience for customers through the operation of the "just walk out" technology. It would be necessary for a customer to have the Amazon app and to have a confirmed method of payment in order to enter the premises and purchase items from the premises. As indicated in the application it would be proposed that there would be a Challenge 25 Policy in place. The alcohol display area would only have one point of entry and an associate would monitor the alcohol display area and would apply Challenge 25 asking for identification from those who appear under the age of 25 and also monitoring those who appear intoxicated and if not satisfied then in both cases would request that they did not move to purchase alcohol.

The premises would have provision for CCTV which would operate independently of the technology linked to the shopping experience and would be able to monitor those entering and exiting the store. The intention in offering the conditions in the application was to support the licensing objectives. It would be the intention of the applicant to transfer the licence, if granted, to Amazon before any trade commenced at the store.

I hope this information assists, I am happy to expand on specific points if you require me to and I would hope that this might satisfy you that this operator would operate the premises in a way that would not harm the licensing objectives.

I would be happy to discuss the matter with you once you have had the chance to consider it to see whether or not you wish to maintain the objection that has been lodged. If that were the case then perhaps we could now look to list the matter but I would

obviously hope that this additional information would allow us to mediate and to resolve the representation that you have lodged.

I await to hear from you and thank you for your time on this.

Kind regards,

David.

David Crank Senior Associate
Licensing and Regulatory

DWF Law LLP



[Redacted content]



Disclaimers apply, for full details see: <https://hackney.gov.uk/email-disclaimer>

APPENDIX B

RESPONSIBLE AUTHORITY REPRESENTATION: APPLICATION UNDER THE LICENSING ACT 2003

NAME OF AUTHORITY	Licensing Authority
ADDRESS OF AUTHORITY	Licensing Service Hackney Service Centre 1 Hillman Street London E8 1DY
CONTACT NAME	David Tuitt
TELEPHONE NUMBER	020 8356 4942
E-MAIL ADDRESS	david.tuitt@hackney.gov.uk

APPLICATION PREMISES

Premises	29-31 Kingsland High Street London E8 2JS
Applicant	Pegasus Planning Group Limited

COMMENTS

I make the following relevant representations in relation to the above application for a premises licence at the above address.

- 1) the prevention of crime and disorder
- 2) public safety
- 3) the prevention of public nuisance x
- 4) the protection of children from harm

Representations (which include comments and/or objections) in relation to:

I am writing to make a representation in respect of this application. The proposed activity could have a negative impact on the promotion of the licensing objectives, in particular, the prevention of public nuisance given the nature of the surrounding area. The premises is located within Dalston SPA which is an area highlighted as suffering from the cumulative impact caused by the concentration of licensed premises in the local area.

The applicants' attention is drawn to LP10 of the Council Licensing Statement which states:

LP10 Special Policy Areas – Dalston and Shoreditch

It is the Council's policy that where a relevant representation is made to any application within the area of the Dalston SPA or Shoreditch SPA, the applicant will need to demonstrate that the proposed activity and the operation of the premises will not add to the cumulative impact that is currently being experienced in these areas. This policy is to be strictly applied.

It should also be noted that the;

- quality and track record of the management;
- good character of the applicant; and
- extent of any variation sought

May not be in itself sufficient.

It should be noted that if an applicant can demonstrate that they will not add to the cumulative impact in their operating schedule and at any hearing, then the Core Hours Policy within LP3 will apply.

The above representations are supported by the following evidence and information.

The Licensing Act 2003, s182 Guidance issued by the Home Office, Statement of Licensing Policy

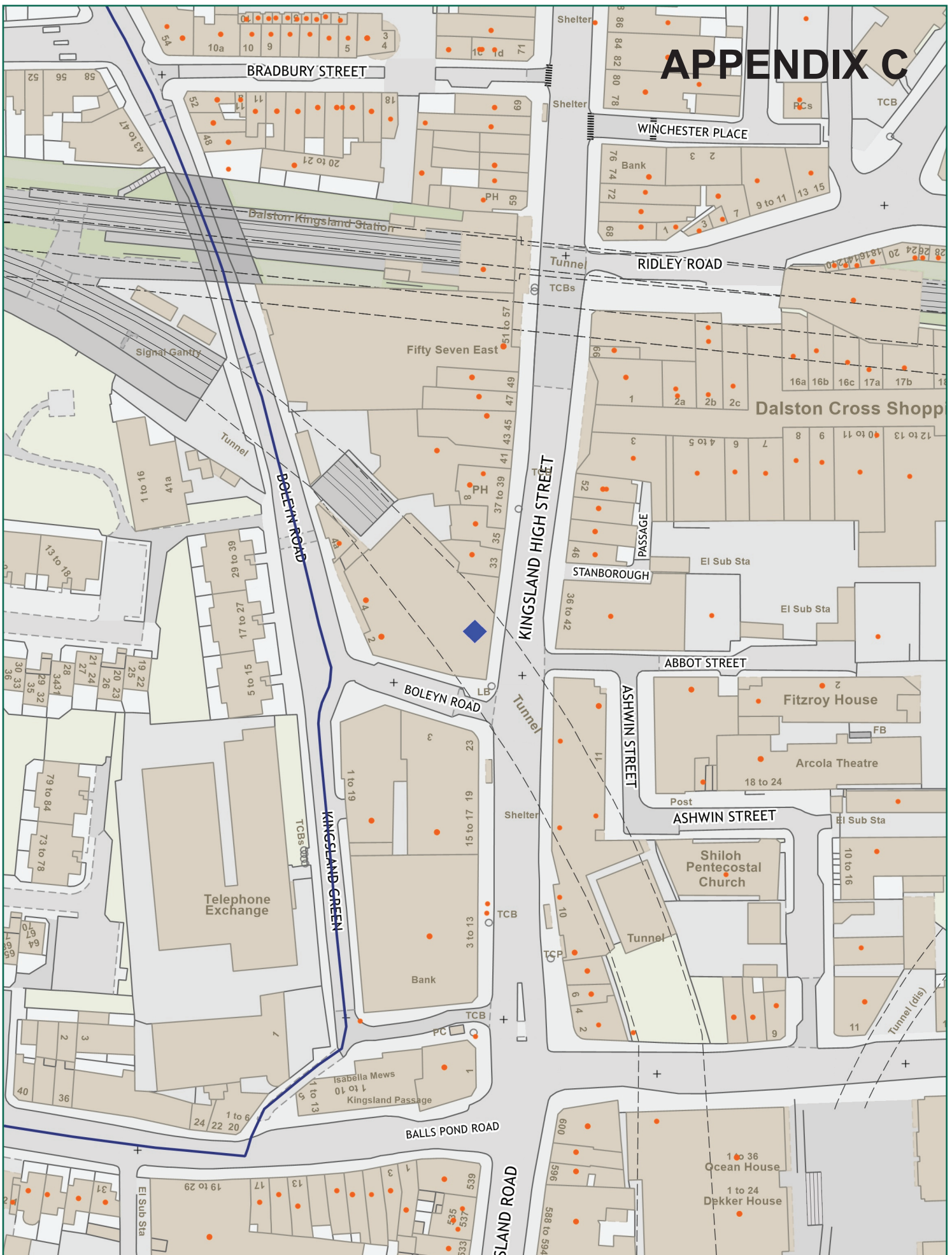
Are there any actions or measures that could be taken to allay concerns or objections?
If so, please explain.

It appears that the application may be being sought to assist in letting the premises which appears to be vacant. Discussion with the applicant in relation to this and the matters as detailed above may assist.

Name: **David Tuitt (Business Regulation Team Leader - Licensing and Technical Support)**

20 January 2021

APPENDIX C




NORTH

Scale: 1:1250 at A4



29-31 Kingsland High Street, E8 2JS		
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