

For Consideration By	Licensing Sub-Committee
Meeting Date	14 February 2024
Type of Application	Premises Licence
Address of Premises	Ram News, 21 Holywell Row, London, EC2A 4JB
Classification	Decision
Ward(s) Affected	Hoxton East and Shoreditch
Group Director	Rickardo Hyatt

1. **Summary**

- 1.1. This is an application for a premises licence to allow authorisation for the sale of alcohol on Monday to Sunday.

2. **Application**

- 2.1. Ram News Limited has made an application for a premises licence under section 17 of the Licensing Act 2003.
- 2.2. The applicant is seeking authorisation for the following licensable activities and times:

Supply of Alcohol (Off-sales)	Standard Hours: Mon 07:00-21:00 Tue 07:00-21:00 Wed 07:00-21:00 Thu 07:00-21:00 Fri 07:00-21:00 Sat 07:00-21:00 Sun 07:00-21:00
The opening hours of the premises	Standard Hours: Mon 07:00-21:00 Tue 07:00-21:00 Wed 07:00-21:00 Thu 07:00-21:00

	Fri 07:00-21:00 Sat 07:00-21:00 Sun 07:00-21:00
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- 2.3. The application is attached as Appendix A. The applicant has proposed measures that could be converted to conditions (see paragraph 8.1 below).
- 2.4. The applicant has amended opening hours, as described in para 1 above, following agreement with the police and licensing authority. He has also agreed to conditions being applied to the licence, as detailed in para. 8.1 below.

3. **Current Status/History**

- 3.1. The premises is not currently licensed for any activity.
- 3.2. No temporary event notices have given for this premises in current year.

4. **Representations: Responsible Authorities**

From	Details
Environmental Health Authority (Environmental Protection)	Have confirmed no representation on this application
Environmental Health Authority (Environmental Enforcement)	Have confirmed no representation on this application
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Police	Representation withdrawn based on a reduction in hours and agreed conditions as set out in para 8.1
Licensing Authority	Representation withdrawn based on a reduction in hours
Health Authority	No representation received

5. **Representations: Other Persons**

From	Details
2 representations received from and on behalf of local residents. (Appendices B1 & B2)	Representation received on the grounds of The Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and The Protection of Children from Harm.

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) and LP4 ('Off' Sale of Alcohol) 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)

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 consistent with the Operating Schedule

5. The premises shall display prominent age-restricted signage.
6. Alcohol products shall be kept in a secure area with restricted access, such as behind a counter or in a locked cabinet.
7. Aisles and emergency exits provided for the premises shall be maintained unobstructed.
8. The premises shall maintain a clean and organised exterior and establish a robust waste management system.

Conditions derived from Responsible Authority representations

9. The premises shall maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All public areas, entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer.
10. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open to the public. This staff member shall be able to show Police or an authorised officer of Hackney Borough Council recent data or footage with the absolute minimum of delay when requested.
11. An incident log shall be kept at the premises, and made available immediately to an authorised officer of the Hackney Borough Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) any complaints received
 - (c) any incidents of disorder
 - (d) any faults in the CCTV system
 - (e) any refusal of the sale of alcohol
 - (f) any visit by a relevant authority or emergency service.
12. All instances of crime or disorder to be reported by the designated premises supervisor or responsible member of staff to an agreed police contact point, as agreed with the Police.
13. Where the sale or supply of alcohol is taking place employees of the premises must request sight of evidence of the age of any person appearing to be under 25 years of age (Challenge 25). Such evidence may include a driving licence or passport.

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

9. **Reasons for Officer Observations**

9.1. Conditions (5) to (8) are derived from the applicant's operating schedule and conditions (9) to (14) are agreed with the Police.

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**

12.1. **Option 1**

That the application be refused

12.2. **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.

Appendices:

Appendix A: Application for a premises licence and supporting documents

Appendix B: Representations from other persons

Appendix C: Location map

Background documents

Licensing Act 2003

LBH Statement of Licensing Policy

Report Author	Name: Shan Uthayasangar Title: Licensing Officer Email: Shan.Uthayasangar@hackney.gov.uk Tel: 02083562431
Comments for the Group Director of Finance and Corporate Resources prepared by	Name Title Email Tel
Comments for the Director of Legal, Democratic and Electoral Services prepared by	Name Title Email Tel

APPENDIX A

Hackney
LA01

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 Ram News 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 21 Holywell Row			
Post town	London	Postcode	EC2A 4JB

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£35,500

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **appropriate** **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	07720252854
E-mail address (optional)	bnakum@gmail.com
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					
Current postal 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)					

(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 RAM NEWS LIMITED

Address 73 George Lane, London, England, E18 1JJ
Registered number (where applicable) 12960566
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any)
E-mail address (optional) [REDACTED]

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please give a general description of the premises (please read guidance note 1) convenience store offering groceries, household goods, sweets, soft drinks and off licence

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

<input type="text"/>

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

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 5)		
Thur					
Fri			Non-standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish		Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)		
Tue			State any seasonal variations for the exhibition of films (please read guidance note 5)		
Wed			Non-standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 6)		
Thur					
Fri					
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 5)
Tue			Non-standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 6)
Wed			
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)		
Thur					
Fri			Non-standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the performance of live music (please read guidance note 5)		
Wed					
Thur			Non-standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
Day	Start	Finish			Both	<input type="checkbox"/>
Mon					Please give further details here (please read guidance note 4)	
Tue						
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)			
Thur						
Fri			Non-standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)			
Sat						
Sun						

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish		Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the performance of dance (please read guidance note 5)		
Thur					
Fri			Non-standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			Please give further details here (please read guidance note 4)		
Wed					
Thur			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)		
Fri					
Sat			Non-standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4) State any seasonal variations for the provision of late night refreshment (please read guidance note 5) Non-standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)		
Mon					
Tue					
Wed					
Thur					
Fri					
Sat					
Sun					

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	0700	2300			
Tue	0700	2300			
Wed	0700	2300			
Thur	0700	2300			
Fri	0700	0000			
Sat	0700	0000			
Sun	0700	2300			

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 Rachnaben Patel	
Date of birth [REDACTED]	
Address [REDACTED] [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) [REDACTED]	
Issuing licensing authority (if known) [REDACTED]	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

None

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	0700	2300	Non-standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)
Tue	0700	2300	
Wed	0700	2300	
Thur	0700	2300	
Fri	0700	0000	
Sat	0700	0000	
Sun	0700	2300	

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)

A comprehensive retail management approach to promote the licensing objectives and reduce cumulative impact. Key measures include robust staff training, strict ID verification, promotion of responsible practices, collaboration with local authorities, surveillance, community outreach, and addressing cumulative impact. Ensuring public safety involves clear aisles, proper shelving, effective lighting, slip and fall prevention, security, customer education, and emergency preparedness. To prevent public nuisance, focus on noise control, waste management, parking efficiency, lighting, vandalism response, community engagement, and communication. Protecting children from harm in alcohol sales emphasises age verification, signage, secure product placement, education, community involvement, and compliance checks, with a focus on preventing cumulative impact. This approach aims to create a secure, harmonious, and responsible retail environment.

b) The prevention of crime and disorder

1. Implement Robust Staff Training: Ensure that all staff members are well-trained in recognising signs of intoxication, underage drinking, and suspicious behaviour. Training will also cover conflict resolution and communication skills to help prevent confrontations that may escalate into disorder.
2. Adopt Stringent ID Verification Protocols: Enforce strict policies for checking identification to prevent underage sales. A Challenge 21 Policy will be adopted and automatic prompt EPOS system shall be in place to request and verify the age.
3. Promote Responsible Alcohol Consumption: Display prominent signage encouraging responsible drinking. Avoid promotions that encourage excessive drinking and be mindful of the impact of pricing strategies on customer behaviour.
4. Collaborate with Local Authorities: Establish positive working relationships with local law enforcement agencies and licensing authorities. Regularly communicate with them to share information about any issues and collaborate on strategies to address and prevent crime and disorder in the area.
5. Surveillance and Security Measures: Install and maintain surveillance cameras both inside and outside the premises. Adequate lighting and visible security measures can act as deterrents to criminal activity. Develop and regularly update a security plan, including emergency response procedures.
6. Engage in Community Outreach: Foster positive relationships with the local community through outreach programs and participation in community events. This can create a sense of ownership and pride, encouraging community members to take an active role in preventing crime around the premises.
7. Monitor Local Trends: Keep abreast of local crime and disorder trends in the area. Stay informed about any developments that may impact the safety and security of your premises and the surrounding community.
8. Participate in Local Licensing Initiatives: Collaborate with local licensing authorities and community groups to contribute to the development and implementation of cumulative impact policies. Actively participate in initiatives aimed at mitigating the negative effects of alcohol-related activities in the community.
9. Promote Responsible Business Practices: Advocate for responsible business practices within the alcohol retail industry. Share information and strategies with other businesses to collectively reduce the overall impact of alcohol-related crime and disorder in the community.

c) Public safety

1. Clear Aisles and Emergency Exits: Ensure that aisles and emergency exits are clear of obstructions and easily accessible. Regularly monitor and enforce this policy to prevent tripping hazards and ensure a quick and safe exit in case of an emergency.
2. Proper Shelving and Display Practices: Secure shelves and displays to prevent them from tipping over. Use proper signage to indicate weight limits and ensure that heavier items are placed on lower shelves to prevent potential injuries caused by falling products.
3. Effective Lighting: Maintain well-lit premises both inside and outside the store. Adequate lighting helps prevent accidents, enhances visibility, and deters criminal activities. Regularly check and replace any malfunctioning lights promptly.
4. Slip and Fall Prevention: Implement measures to prevent slips and falls, such as using slip-resistant flooring, promptly cleaning up spills, and placing warning signs in areas prone to wet conditions. Regularly inspect the store for potential hazards.
5. Security Measures: Install and maintain security cameras, alarms, and other security measures to deter theft and criminal activities. Ensure that employees are trained on security protocols and emergency response procedures.
6. Customer Education: Display safety guidelines and information throughout the store, educating customers on safe shopping practices. Use signage to communicate important safety messages, such as the location of emergency exits and proper use of shopping carts.
7. Emergency Preparedness: Develop and regularly review emergency response plans, including procedures for fire evacuation, medical emergencies, and other potential crises. Conduct periodic drills to ensure that employees are familiar with emergency protocols.

d) The prevention of public nuisance

1. Noise Control: Implement measures to control noise levels both inside and outside the store. Ensure that sound systems, alarms, and other equipment are properly adjusted to minimise disturbances to the surrounding community. Be considerate of the store's operating hours and any local noise regulations.
2. Proper Waste Management: Maintain a clean and organised exterior and establish a robust waste management system. Regularly collect and dispose of trash, ensuring that bins are secure and do not attract pests. Implement recycling practices to minimise environmental impact.
3. Exterior Lighting Control: Ensure that exterior lighting is directed downward and does not cause light pollution or glare for neighbouring properties. Use energy-efficient lighting and consider installing motion-sensor lights to minimise unnecessary illumination during non-business hours.
4. Addressing Vandalism and Graffiti Promptly: Actively monitor the exterior of the store for signs of vandalism or graffiti. Promptly remove any defacement to discourage further incidents. Collaborate with local authorities and community groups to develop strategies to prevent vandalism.
5. Community Engagement and Communication: Foster positive relationships with the local community through regular communication. Keep neighbours informed about any planned events or changes that may affect them. Encourage feedback and address concerns promptly to maintain a positive relationship with the community.
6. Advertisement and Signage Compliance: Adhere to local regulations regarding advertising and signage to avoid causing visual disturbances or clutter. Ensure that promotional materials are displayed tastefully and do not obstruct public views or create an eyesore. Regularly update and maintain signage to prevent deterioration or disrepair.

e) The protection of children from harm

1. Age Verification Policies: A Challenge 21 age verification policy to prevent the sale of alcohol to minors. Train staff to request and verify identification from anyone who appears to be under the legal drinking age. Consider using electronic EPOS prompt system.
2. Prominent Age-Restricted Signage: Clearly display age-restricted signage throughout the store, especially in the alcohol section. Use bold and easily understandable messages to remind customers and staff about the legal age requirements for purchasing alcohol.
3. Secure Placement of Alcohol Products: Store alcohol products in a secure area with restricted access, such as behind a counter or in a locked cabinet. This minimises the risk of underage individuals attempting to access or steal alcohol products.
4. Education and Communication: Provide education and training to staff about the importance of preventing alcohol sales to minors. Encourage open communication, allowing employees to report any concerns about underage customers or attempts to purchase alcohol.
5. Community Engagement: Engage with the local community, including schools and parents, to promote responsible alcohol sales. Consider participating in community events that focus on alcohol awareness and prevention of underage drinking.
6. Regular Compliance Checks: Conduct regular internal compliance checks to ensure that staff is consistently following age verification procedures. Consider working with local law enforcement or relevant regulatory bodies to perform periodic external compliance checks to reinforce the importance of strict adherence to age restrictions.

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 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 right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	12/12/2023
Capacity	Authorised Agent

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	

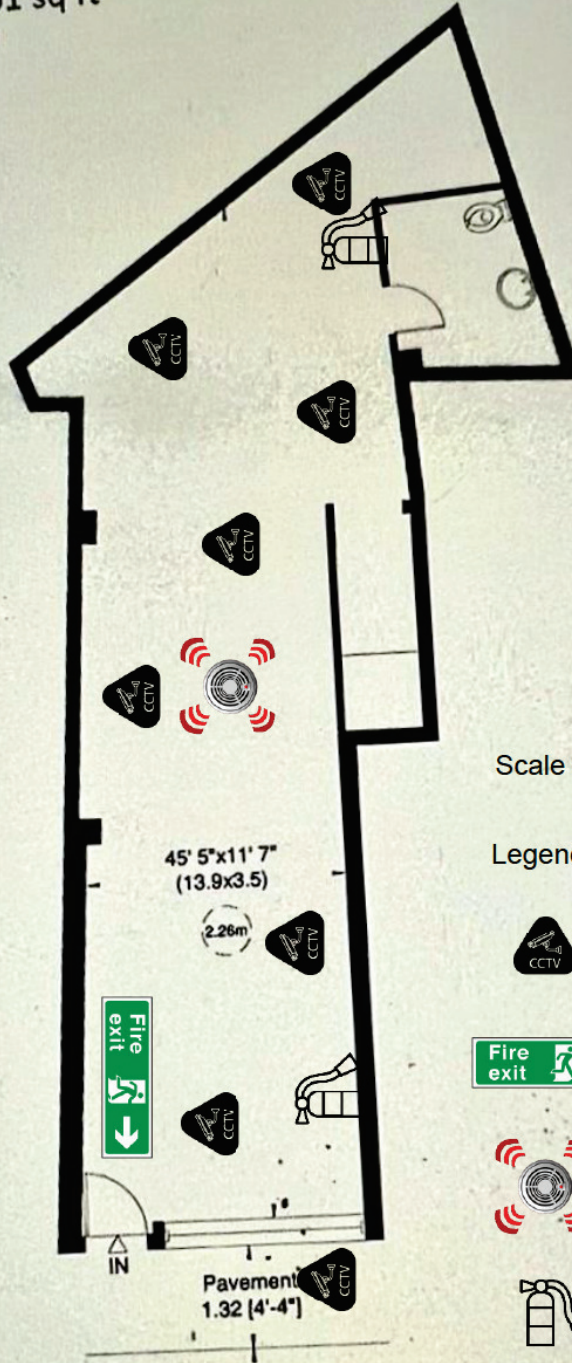
Capacity	
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Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) ██████████ ██████████ ██████████			
Post town	██████████	Postcode	██████████
Telephone number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

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
 - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
 - Live music: no licence permission is required for:
 - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell

21 Holywell Row, EC2
Approximate Gross Internal Area
65 sq m/ 701 sq ft
Scale 1:100



Scale 1:100

Legends



CCTV



Fire Exit



Fire and Security Alarm



Fire Extinguisher

OBJECTION: Ram News 21 Holywell Row EC2a 4JB

1 message

29 December 2023 at 13:14

To: "Licensing (Shared Mailbox)" <licensing@hackney.gov.uk>

Hello

I would like to OBJECT to this new off-license in Shoreditch due to cumulative impact.

Holywell Row, does not have any shops open to the public, so this would be a change of use for the area (planning check?).

It has been noted in the recent independent cumulative impact review that /street drinking/ pre-loading/side-loading and post-loading of alcohol. Are particularly problematic in the Shoreditch area and these activities lead to negative outcomes for the residential community in the form of anti social behaviour.

The proximity and availability of alcohol through the Off-license trade results in unsupervised drinkers. Where often the purchaser is not the end consumer. Therefore upholding the 4 licensing principles becomes impossible.

- prevention of public nuisance.
- prevention of crime and disorder.
- protection of children from harm.
- public safety.

With this in mind, I would ask for the complete refusal of this application
"Off sales" is to be strongly discouraged, given how it contributes to public nuisance, crime and disorder on the local streets.

This area already has issues with public urination, rubbish and significant noise from late night drinkers leaving premises.

We have a serious issue with Crime and disorder and public safety in the area.

This effect of this has been independently documented in Hackney Council's own independent recent study on cumulative impact. Which I quote from below:

Hackney Cumulative Impact Research Review 2023
<https://hackney.moderngov.co.uk/documents/g5835/Public%20reports%20pack%20Tuesday%2014-Nov-2023%2019.00%20Licensing%20Committee.pdf?T=10>

3.4 Summary

138. the former Shoreditch CIP area remains by far the most significant hotspot within the borough. Shoreditch is the only location where the majority of all recorded crime and FPNs issued occurs at night.

140. The number for FPNs issued for public urination in Shoreditch at night exceeds all the other areas of the borough combined

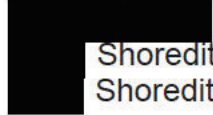
Fig 31. Overall number of LAS call out in 2018 to mid 2023 by area

229. Even considering the slightly larger nature of the LSOAs chosen to cover the previous Shoreditch CIP area, roughly a quarter (1,257 of 5,278) of all ambulance alcohol-related call-outs in the borough over the past five years are to this area over the period. (see attached table below)

Therefore I OBJECT to a late night refreshment request for this operator

I do not give consent for my details to be shared with the applicant

Kind regards



Shoreditch Town Centre team
Shoreditch Community Association

Fig. 01. Overall number of LAS call out in 2018 to mid 2023 by area

Approx. LSOA areas	Sum of Count of Incidentid
Rest of Hackney	2687
Shoreditch	1257
Dalston	631
Hackney Central	266
London Fields	122
Broadway Market	77
Hackney Wick	38
Grand Total	5278

las call out.png
49K

Representation against application for an off licence at Ram News ltd 21 Hollywell Row EC2A 4JB

1 message

2 January 2024 at 14:33

to: "licensing@hackney.gov.uk" <licensing@hackney.gov.uk>

Dear Sir/ Madam,

I am writing to make a representation against the above application, on behalf of [REDACTED] of the [REDACTED], Holywell Row, EC2A [REDACTED].

The application is for an off licence in the Shoreditch SPA (confirmed by Demi IYENI today).

The applicant currently holds an off licence on one side of my pub. This application is for an identical premises on the other side of my pub, effectively sandwiching my premises by his.

The currently licensed premises sells a number of alcoholic drinks for immediate consumption, he has cooled displays of wine, beers, ciders and premixed cocktails and drinks. He even provides plastic cups which I end up collecting. I changed the brands which I stocked, so that I can differentiate between mine and the off licence. But they monitor what we stock and change theirs too.

When the first premises applied for an off licence, I objected because I believed that it would cause nuisance, disorder and crime. However the licence was granted. Since then, people buy alcohol from the off licence and then merge with my customers. Then, when they want to use a toilet, they try and use mine. My security encounter difficulties and confrontations trying to prevent drinkers from outside using our facilities, using our facilities. Every weekend we clear the area outside of my pub and collect empty drinks cans and bottles which we don't sell, but the newsagents do. Often the discarded bottles have labels on them , identifying that they come from the newsagent. Discarded bottles are potential weapons, that's why we collect them. We have retained these bottles. At times, people who have been refused entry end up urinating in the street.

In my pub, we once had a terrible incident where 150+ travellers were buying crates of drink from across the road and bringing them in to my pub. In the end the Police riot team had to come to clear the pub and close the off licence. I believe it was 17 th October 2020.

At the time, police invited me to make a formal complaint about the off licence, which I declined.

I believe that a second off licence would only add to crime, disorder and nuisance.

None of the other nearby newsagents are open past lottery time (7.30pm) even though they're licensed. The hours sought are closer to my pub's rather than a news agents. As we close, so do the news agents. They cynically ride on our coat tails.

I believe that the unrestricted and unsupervised consumption of alcohol on the streets of Shoreditch will potentially lead to drink spiking and put women and girls at particular risk. Though unmeasured drinks can lead to intoxication in all people. Pre loading with cheap drinks is a particularly problem for licensed premises, as staff have no knowledge of what a person has drunk, prior to coming in to a licensed premises. Discarded bottles are potential weapons.

Street crime in Shoreditch is a real problem, a man was murdered on the streets of Shoreditch last weekend. I believe that street drinking will make people likely to be victims of crime.

I appreciate that my representation may look like I'm anti competition. I am not. We decant all drinks for outside, into crushable containers. We employ security , cctv and have a licence to use the area outside of our pub. The off licence has no control over consumption.

The off licence will fuel street drinking. Recently, the council has improved the public realm by closing off the street and creating seating. I fear that when the weather improves, this will be used by anti social street drinkers and their discarded rubbish left on the street.

We can prove that discarded drinks containers come from the off licence. A second licence would double the problem.

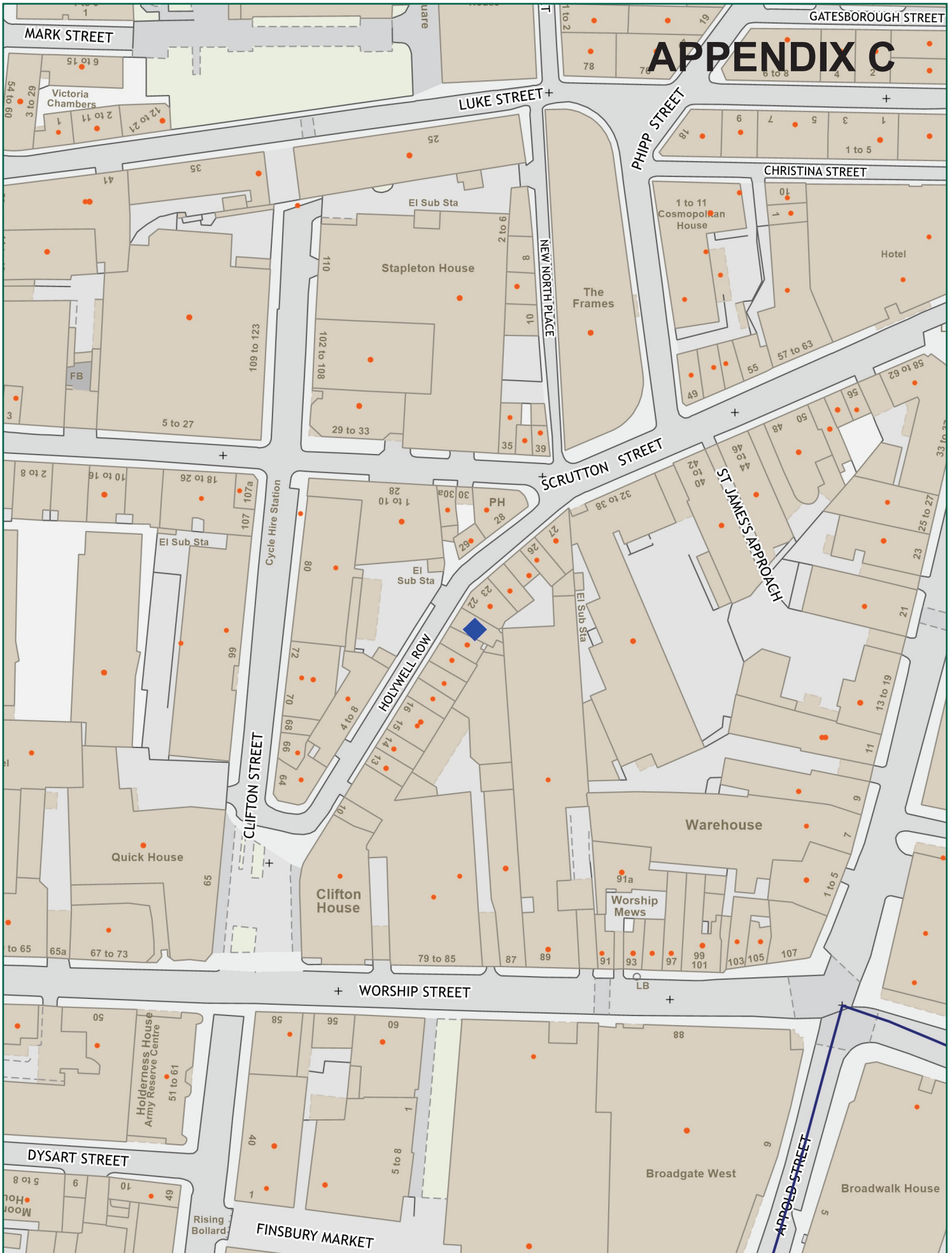
This application is far from exceptional. It is in an area where there are all ready many (some say too many) licensed premises. If people wish to buy alcohol from an off licence, they can, from the currently licensed premises. It is 50

metres from the applicants current off licence.

The only way I'd agree to this application is if the current premises were to surrender their licence, reduce their hours considerably and stop selling chilled alcohol for immediate consumption.


Complete Licensing

APPENDIX C



Scale: 1:1250 at A4

Ram News, 21 Holywell Row, London, EC2A 4JB



Ref:
Friday, February 2, 2024

Produced by: unspecified
email:

please specify copyright statement