

Further evidence to support representation against application to licence Ram News 21 Hollywell Rd

In addition to this written evidence supporting our representation, photos and an email from our door supervisor will be sent.

Further to my earlier representation, please find further evidence to support our representation.

The applicant currently trades from a similar premises, bearing the same trading name, very close to premises at 37 Scrutton Street.

Representations were made against this application at the time it was licensed. However, the licence was granted, subject to certain conditions.

Since opening, the premises has caused nuisance and disorder, along the lines feared by those who had objected to it; alcohol sold from the premises is regularly consumed almost immediately outside the premises with customers of the off licence either drinking in the street, or trying to blend in with patrons of the Old Kings Head outside of the pub and even bringing the alcohol into the pub. The premises contains a whole wall of cooled alcoholic drinks, with spirits behind the bar. More than 50% of the display area is taken up offering alcoholic drinks. During the worse breach of the license, vast numbers of men bought boxes of beer, which they then consumed INSIDE the neighbouring pub. Riot police had to be called to clear the area. Photos of this incident will be included.

The application is to license a second branch of the newsagents on the south side of the Old King's Head pub. Currently there is an off licence less than 10 metres to the north of the pub. The new application, within sight of the pub, to the south, about 40 metres from the pub sandwiches the pub between two branches of the same company.

Conditions of the Scrutton Street licence require:

C11. All alcohol shall be sold in sealed containers. They shall not be opened or consumed in, or within, the immediate vicinity of the premises. This condition is breached daily. Photos and videos of customers drinking outside will be attached.

C13. The premises will display prominent signage by every entrance and exit requesting customers to leave the premises quietly and respect local residents. This condition is breached, there are no signs.

C14. The premises will display signs by the entrance clearly stating that there should be no loitering or drinking outside the premises. This condition is breached. There are no such signs.

C15. The premises will display and maintain appropriate signage advising customers of the contact details of the DPS. This condition is breached. There is no such notice.

C23. All containers of alcohol sold from the premises under the licence shall be clearly and prominently marked with the trading name address and postcode of the premises. This condition is breached. not all bottles are marked, and some are not prominently marked, again photos attached.

The premises has also been modified since the licence was granted. Part of the shop has been partitioned off and a serving hatch, facing the street, has been created to allow the sales of take away food. The lack of minor variation to the plan again shows a lack of understanding of the licensing requirements. The premises is trading in breach of its licence as the layout doesn't reflect the plans.

Hackney Licensing Police have been supplied with a report and photos, evidencing the breaches. We also have a large collection of alcoholic drinks bottles, collected up from outside or near the pub. The pub has had to take on a Licensed SIA doorman to control the street drinking scene. He regularly encounters disputes with customers from the off licence trying to blend with pub customers. Frequently street drinkers, who have been refused entry to the pub, urinate in the streets. They are often rowdy and offensive to the pub staff and even the customers.

The live application contains no offered conditions but gives general statements about how it will trade. We have no confidence that this premises will trade in accordance with its licence. This belief is based on how the sister premises trades.

Other news agents with off sales licences in the area close at 7.30 pm and 6.00pm. These premises are genuine convenience stores with sales of alcohol ancillary to household goods and confectionery.

Although described as a convenience store offering household goods and groceries, with off licence last on the description. The currently empty shelves in the store, clearly awaiting alcohol displays, suggest that it is going to be an off licence with ancillary household goods and confectionery, in the same way as the currently licensed shop.

This application exceeds the core hours expected for an off licence.

In the application, there is frequent mention of working with the community to promote the licensing objectives. This doesn't happen with the existing premises, nor was the community consulted prior to the application being made. The application is full of what are little more than platitudes or mission statements.

In 2023, an independent study was made on behalf of Hackney Council, examining the cumulative impact of increased numbers of licensed premises and how Crime and Disorder, public nuisance and Anti Social Behaviour is impacted by licensed premises.

The study looked at areas previously subject to Special Policy or SPA areas. At the time of our representation, we were informed that this area was in a SPA, we now understand that SPAs are being reviewed.

In the study at para 1.22 reference is made stating that the absence of a CIA does not prevent representation based on a rise in negative cumulative impact. We believe that a second, much larger premises, so close to the pub and the other off licence owned by the same company, will add to crime and disorder, public nuisance and negativity effect public safety. The new licence will considerably add to cumulative impact.

Para 3.52 refers to Shoreditch having significantly greatest dominance of crime in Hackney.

Paragraph 53,55, 58 and 60 all refer to how crime and disorder is spreading south and west into areas where there had previously been less negative impact. We believe that there are up to 8 licensed premises in Scrutton Street alone and that this is adding to the spread of negative impacts on the licensing objectives.

Para 59 notes that a significant part of new hot spots are not in previous SPA areas. This is emphasised in bold print! We believe another off licence will further add to the negative impact.

Figure 6 and para 83 show that Shoreditch is the centre for crime hotspots.

Para 28 shows that Shoreditch creates 1,257 calls for ambulances, twice as high as the next highest area.

Para 428 states that the Shoreditch CIP has the highest density of licensed premises.

Para 429 notes that off the premises consumption has a strong link to street drinking and pre or side loading. The currently licensed premises sells chilled drinks vastly below pub prices.

Para 430 refers to the considerable detritus left outside bars and clubs.

Para 455 draws the clear conclusion that most street drinking takes place on top of or adjacent to off licences. It goes on to say that there 'appears to be a strong associative link between the location of street drinking hot spots and the presence of off sales premises.'

In stake holder interviews, it transpires that the highest volume crime is theft, but sexual assault, drink spiking, violence against women and girls and knife crime are all worrying offences.

Para 463, has a resident stating that they believe that crime and ASB are higher than recorded as not all calls are actioned. The resident appreciates the drain on police and local authority resources caused by the licensed trade.

Para 465 and 467 mention the rise in mid week, daytime ASB, with a suggestion that pre and side loading are a result of the cost of living crisis.

Para 522 touches on street urination and ASB and are recognised both by residents and the licensed trade as a problem in Shoreditch. This is experienced at the moment... street drinkers refused entry to the pub frequently urinate in the street.

With reference to the current Statement of Licensing Policy

2.9 suggests that applicants should refer to the Pool of Conditions when preparing applications. Continuing to state that this will assist in demonstrating that the operation will not undermine the Licensing Objectives.... The applicants haven't even offered conditions in line with their premises just across the road. We have no confidence in their ability to promote the licensing objectives based on the breaches of their current licence and their lack of conditions in this application.

2. 24 refers to the likelihood of off licences leading to ASB such as street drinking and pre loading.

We know this to be true, both as a result of the independent research, but also by direct evidence.. we have photos and videos of street drinking in addition to piles of discarded drinks containers which we have collected.

2.25 suggests that there is a clear association with off sales premises and entertainment or food and drink premises.. the hours sought and the size of alcohol display, including cooled drinks for immediate consumption clearly is evidence of this. The applicant is seeking to supply side loaders over whom they have no control. Instead we have to provide door staff to supervise the streets and collect discarded bottles.

2.26 takes this further, recognising off licences allow people to buy reduced price drinks to supplement drinking in and outside licensed premises. Chilled alcoholic drinks are sold at the current off licence for less than half charged in the pub.

S 3 of the SLP refers to Cumulative Impact and SPAs

Paras 3. 1&2 recognise that high density of licensed premises leads to a negative impact on the Licensing Objectives. We believe another licence, in such close proximity will clearly add to cumulative impact.

Para 3.3 continues to confirm that management is needed to prevent saturation. With reference to 1,2&3, we believe that saturation has already been reached. Another licence will add to Crime and Disorder and ASB.

3.6 refers to SPAs.

Although it appears that SPAs aren't currently part of the SLP, it is clear from the independent research that the previous SPAs continue to be the centre of Crime and Disorder and ASB and that Shoreditch has seen an increase in ASB and Crime and Disorder to the southwest of the previous SPA area. We believe that this is because licences have been applied for and granted, just outside previous zones and that this has led to both Crime and Disorder and ASB following those licences. Again, we suggest that another licence will only add to the negative effect on the licensing objectives.

We strongly object to the granting of this licence, but if it were to be granted we seek the following conditions, gleaned from the Pool of Conditions be attached to the licence:

A 1,2,3and 8

C 1,2,4,5 and 8

P 5 and 6

W8

And also a condition requiring all alcohol to be conspicuously marked with the name and postcode of the premises,

That a personal licence holder be present at all times alcohol is offered for sale,

That all alcohol is displayed from behind the counter (Mentioned in the application)

That signs stating no street drinking be prominently displayed in the shop window and at point of sale.

IN SUMMARY

Both the Statement of Licensing Policy and the independent study of the cumulative impact of clusters of licensed premises, show a recognition that certain areas are saturated with licensed premises. That these areas negatively impact on both the licensing objectives, but also ASB and Crime and Disorder and the quality of life of residents.

We believe that there are sufficient off licences in the area already and that any further grants will negatively undermine the licensing objectives.

Currently, the applicant for this application already owns an off licence across the street to the north of the Old Kings Head, about 10metres from the pub. This application seeks a much larger premises less than 40 metres away and in sight of the pub, to the south of the pub.

The current premises trades in breach of its licence and we have no confidence that the new premises will trade within its licence conditions or promote the Licensing Objectives.

The applicant has not spoken to the community, even though his application suggests that he will.

The pub has been obliged to employ a doorman and decants all drinks into crushable plastic cups.

The plastic cups allow immediate recognition of where the drinks come from and differentiates the side drinkers. The pub collects the empty bottles as they recognise that as well as being unsightly, they are potential weapons.

Granting another licence will only add to ASB, Crime and Disorder, unsupervised street drinking puts women and girls at risk of spiking and violence.

This application seeks to merely trade on the shirt tails of the pub without any responsibility.



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

# Fw: Fwd: evidence to support representation against off licence application in Hollywell Row

1 message

3 February 2024 at 14:21

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

Please find an email from pub doorman

----- Forwarded message -----

Date: On Thu, Feb 1, 2024 at 07:07

Subject: Fw: Fwd: Statement

Cc:

Please see statement below from security guard.

Begin forwarded message:

**Date:** 31 January 2024 at 22:01:06 GMT

**Subject:** Statement

Good Evenin

Sorry for the delay but please find detailed my statement regarding the opposition of the new off licence.

To Whom It May Concern,

My name is . I am a SIA registered doorman and Personal Licence holder.

For the last 4 years, I have worked at The Old Kings Head, Shoreditch. As well as my responsibilities for the pub, I also help to maintain safety in the streets surrounding the pub. There is an establishment named Mayva News which is an off licence that supplies cheap alcohol. I have noticed that people who purchase alcohol from Mayva News either stand or surround the street drinking. They also try to attempt to try and blend in with the licensed outside area of The Old Kings Head.

We have found that when people who are drinking on the street want to use our toilets, there are often, on too many occasions, angry exchanges and when they have been refused entry to use our facilities they choose to urinate in the street.

When working, on every occasion, I end up having to collect the empty bottles and tins that have been purchased at Mayva News and left on the streets. I know that these empty bottles and tins have come from Mayva News after witnessing people purchasing from the shop. The shop also has its name on the bottles.

At The Kings Head, all of our drinks are decanted into crushable plastic cups. By doing this, we are preventing these items being used as weapons and it also allows us to see

who are infact customers of the establishment.

I am aware that bottles can be used as weapons and also the fact that there is no supervision of these drinks which could ultimately be spiked, posing a serious threat in the spiking of drinks, therefore putting lives at risk,especially to women and girls.

There are already issues and problems with having to deal with drinkers who are not our customers and I personally feel that having a second off licence on the other side of the pub will only intensify anti social behaviour and add to the potential of a rise in crime within the area, resulting in the general public feeling unsafe.

These are my personal views regarding this matter.

Many thanks and kind regards,

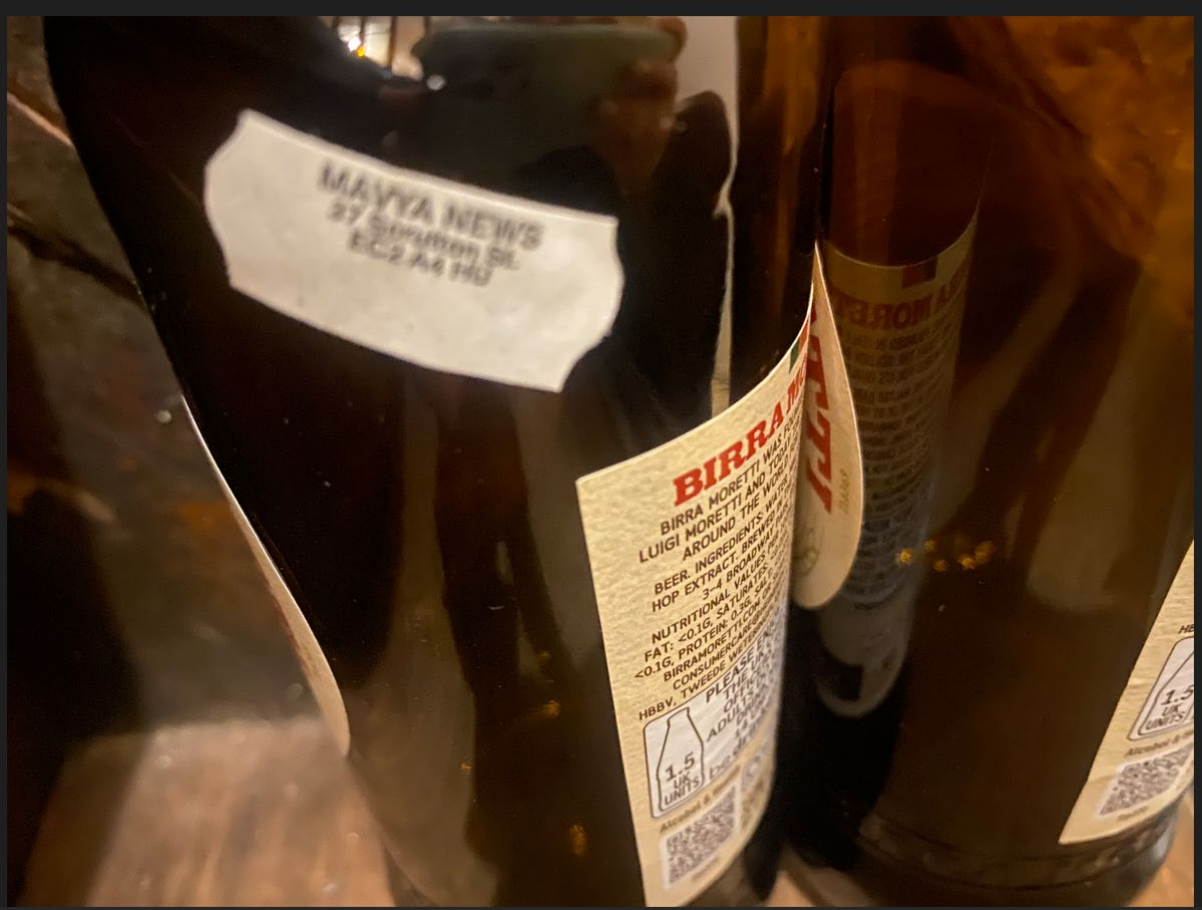
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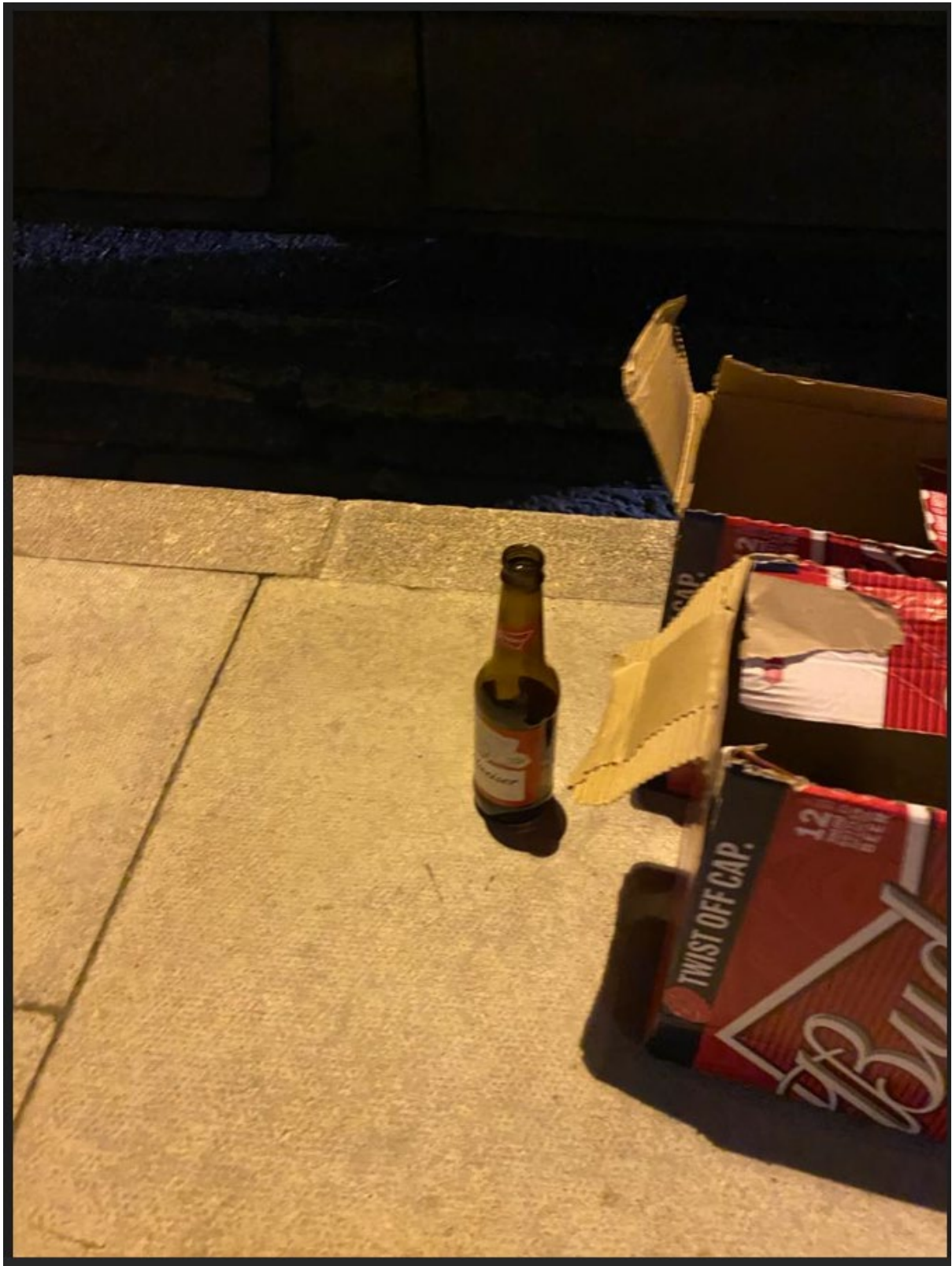


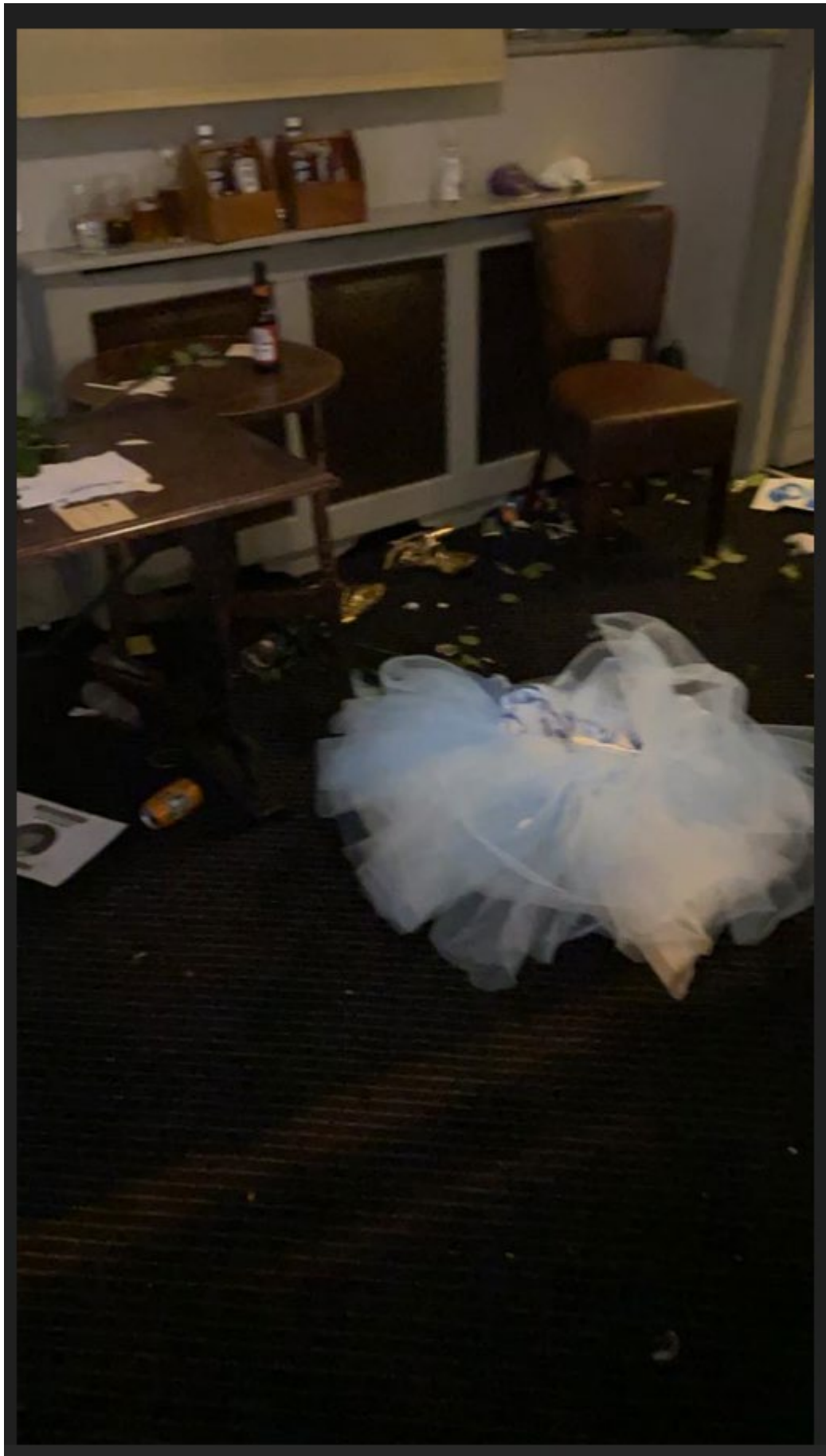


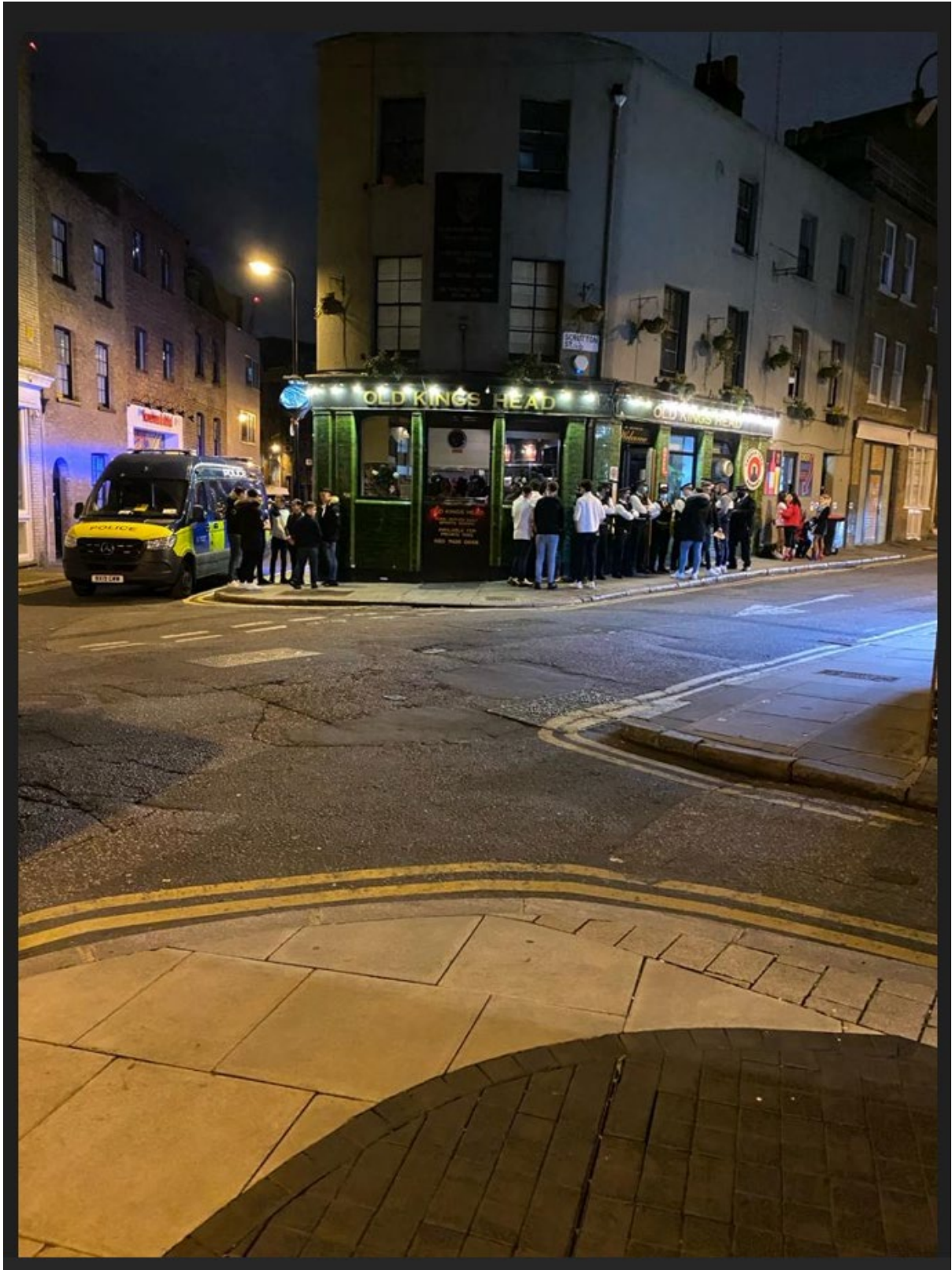


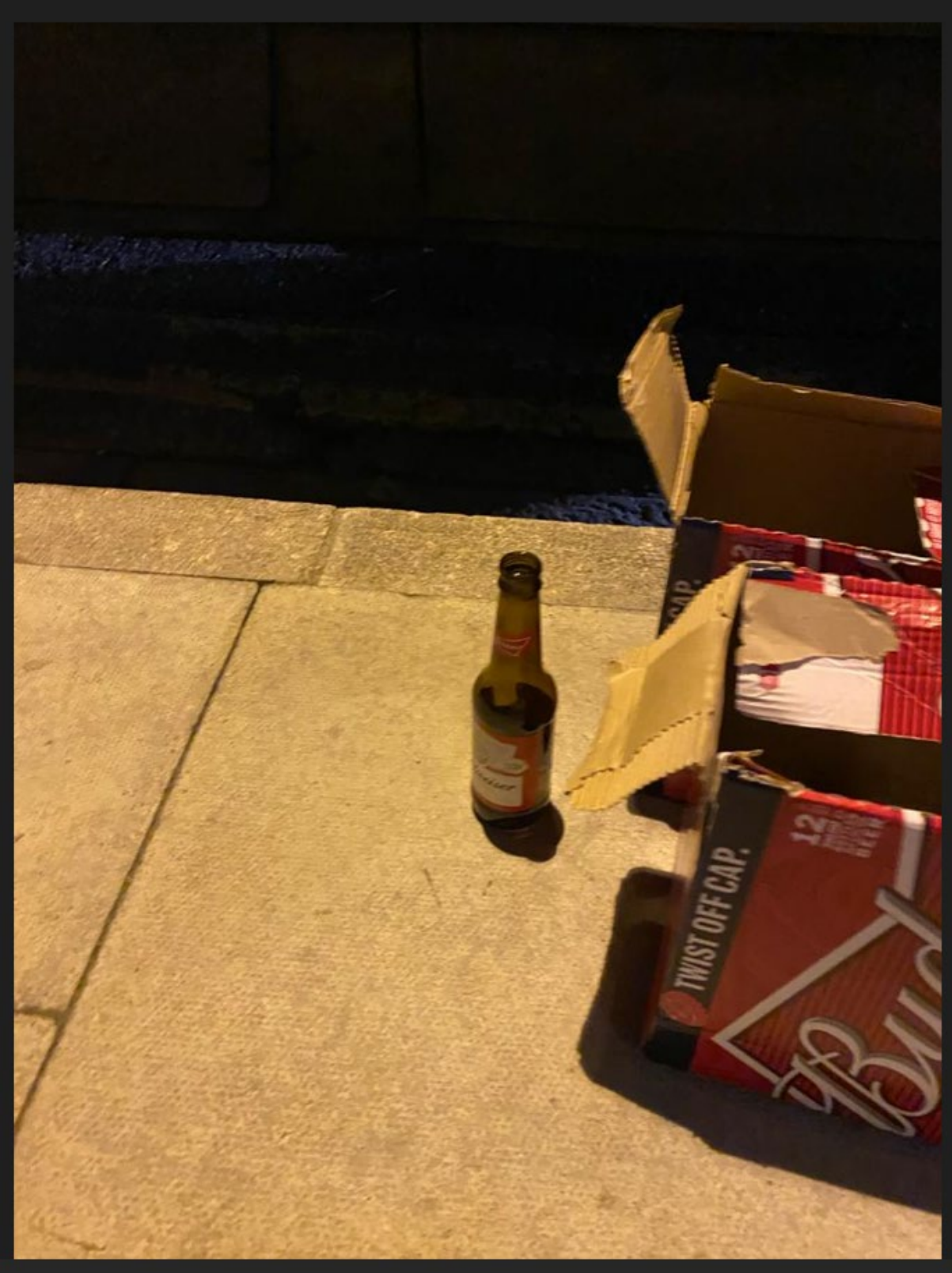


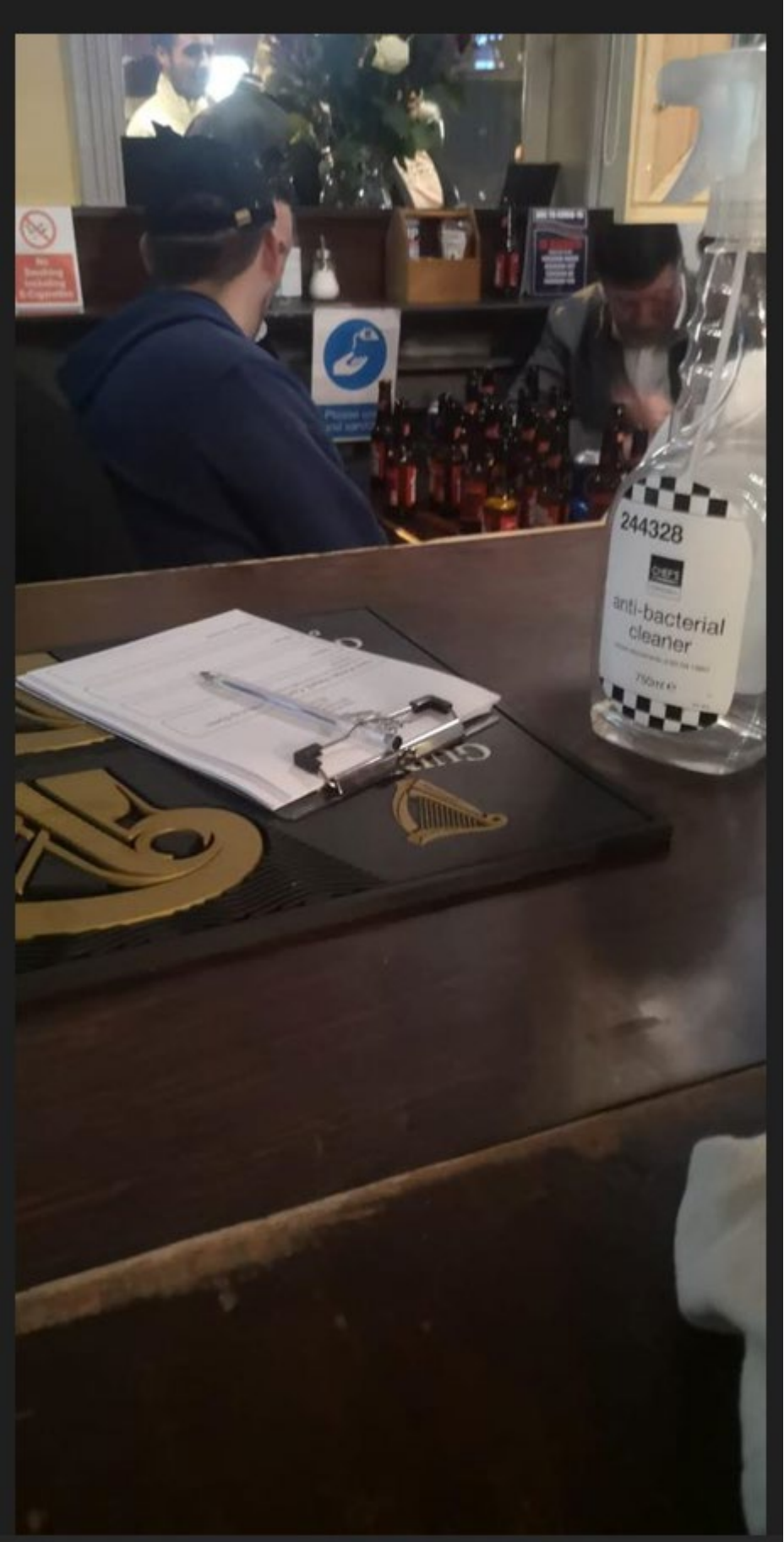
Evidence of serious disorder caused by street drinkers fuelled by Mayva News



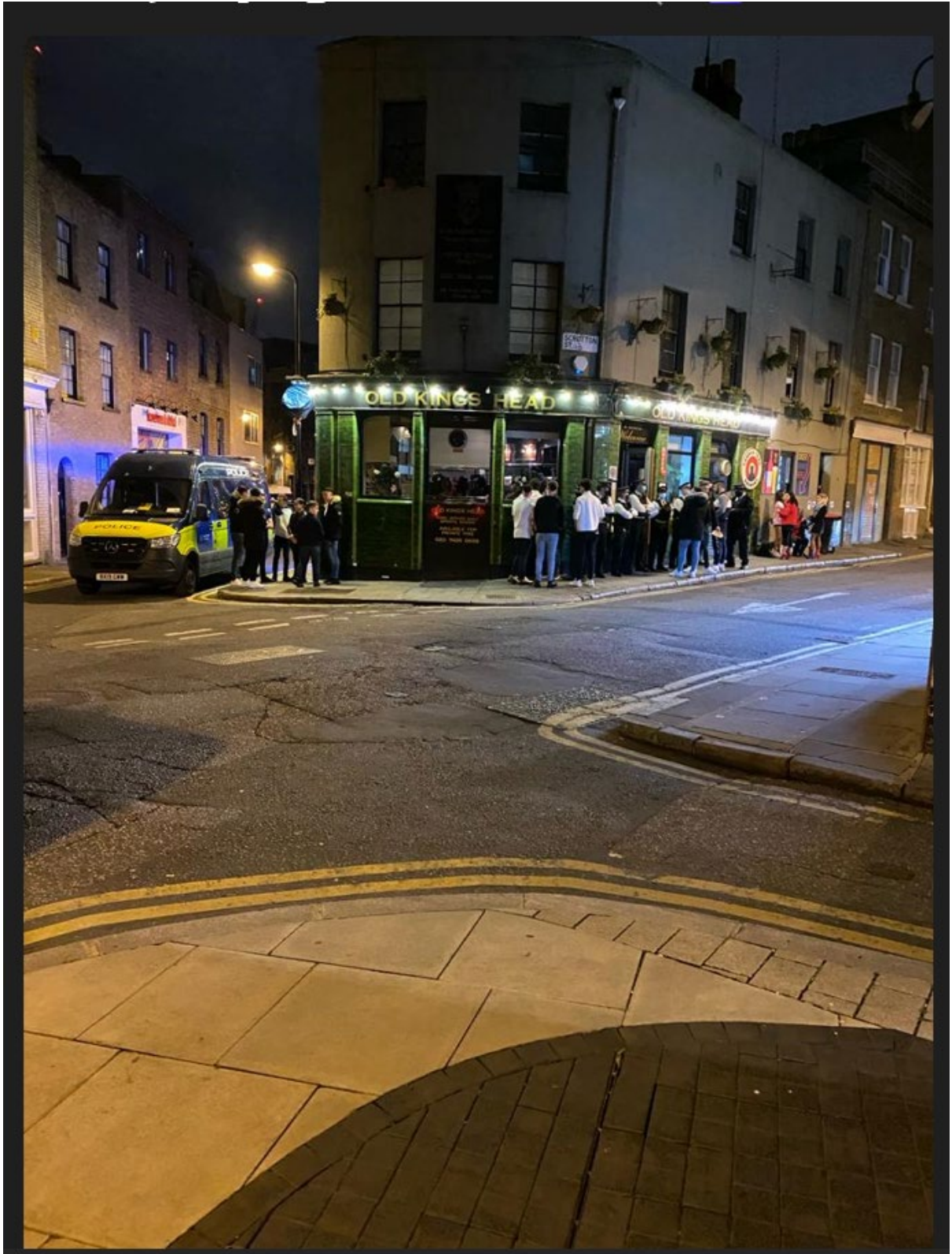




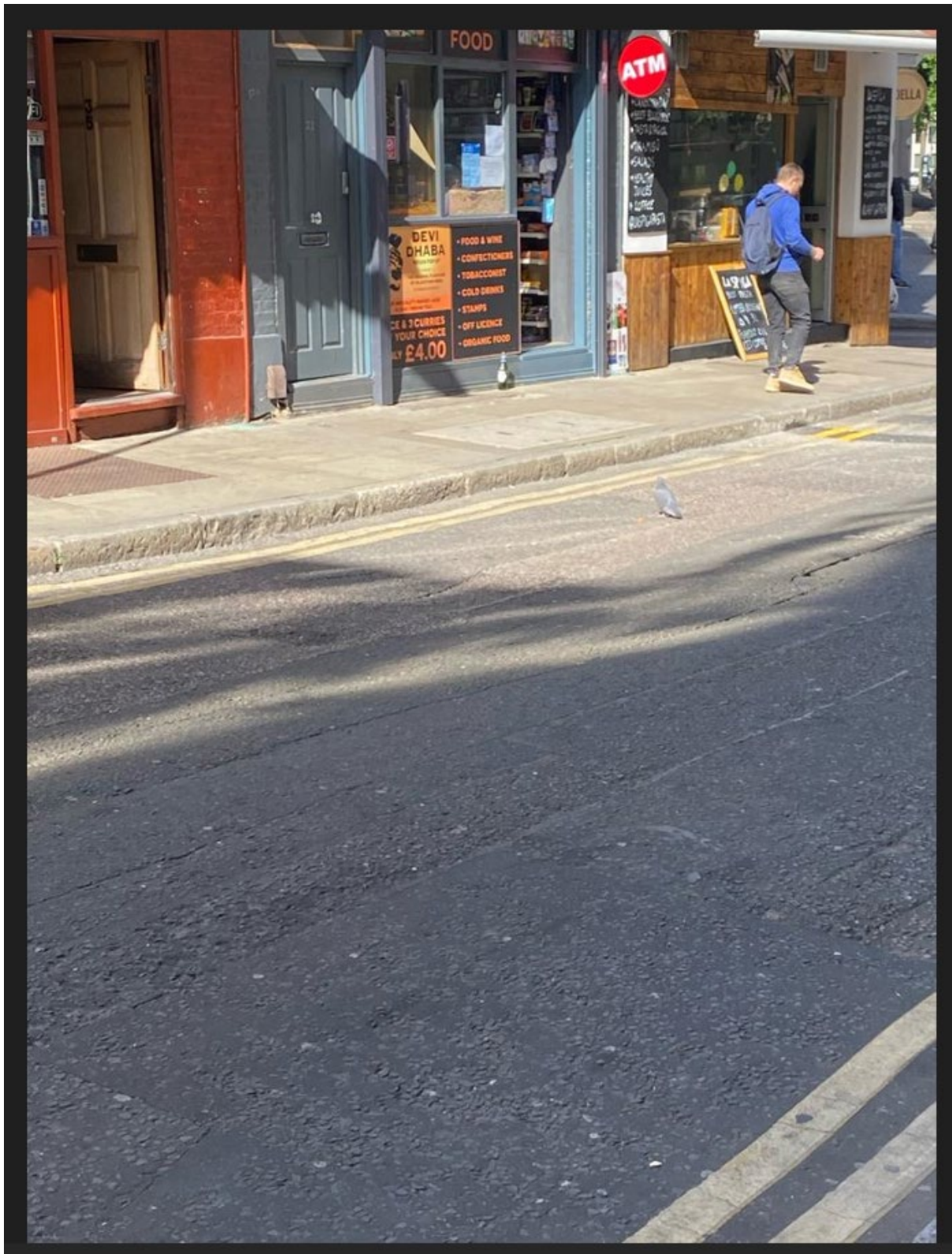








Evidence of street drinking.









**ORGANIC  
FOOD**

- **FOOD & WINE**
- **CONFECTIONERS**
- **TOBACCONIST**
- **COLD DRINKS**
- **MPS**
- **LICENCE**
- **FOOD**





34 INVOGA  
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PZA UND

**Corona**  
**Extra**

71 cl /  
710 ml e

LA CERVEZA  
MAS  
FINA

BREWED UNDER LICENCE FROM  
CERVECERIA MODELO, S. DE R.L. DE MEXICO

dripaware.co.uk  
dripaware.com

**SM**

330403040

48 ml

**KOPPEN**

02/02/2024 Evidence







WIN A SPANISH ESCAPE TO CASA SAN MIGUEL EVERY WEEK



MAVVA NEWS  
37 Scorton St  
EC2 A4 HU

SCAN HERE TO ENTER

THE WORLD'S MOST FAMOUS BEER

# San Miguel

ESTABLISHED 1890

Hecho desde 1890

\*UK only, 18+. Internet & email required. Purchase any 3 cans of San Miguel beer between 23:59 2.7.23. Visit [winwithsanmiguel.com](http://winwithsanmiguel.com) or scan QR code to enter. Form including last 4 digits of product barcode to claim prize. Main prize is a 7-night trip to Ibiza for winner + 1 guest (18+) including flights, accommodation, transport, and transfers. Winners randomly drawn each week of main prize draw on agreed dates between 20.7.23 - 2.8.23 or 27.8.23 - 2.9.23. Prizes include: 4 pint chalice, blankets & cool bags to be won in weekly moments. First entry received after 12.23. San Miguel accessory prizes to be won. Winner responsible for their own travel. Max. 4 entries per person for main prize. Max. 1 Ibiza trip & 1r accessory prize may be won per package as proof of purchase. All T&Cs, exclusions & restrictions apply. Visit [winwithsanmiguel.com](http://winwithsanmiguel.com)

Promoter: Carlsberg Master Brewers Ltd, Wokingham, Wiltshire

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MAVVA NEWS  
37 Scorton St  
EC2 A4 HU

CAN HERE TO ENTER

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Promoter: Carlsberg Master Brewers Ltd, Wokingham, Wiltshire

**A SPANISH ESCAPE**  
**EVERY WEEK**  
 to be won\*

SCAN HERE TO ENTER



MAVYA NEWS  
 37 Scrutton St  
 EC2A 4HU

SCAN HERE TO ENTER

**THE WORLD**

**iguel**

\*UK only. 18+. Internet & email registration only. 23:59 2.7.23. Visit [winwithsanmiguel.co.uk](http://winwithsanmiguel.co.uk) form including last 4 digits of product code. 1 Ibiza trip for winner +1 guest (18+) on agreed dates between 20.7.23 - 22.8.23 (pint chalices, blankets & cool bags to be won). First entry received after 23:59. Draw open 00:00 3.7.23 - 23:59 3.7.23. 4 accessory prizes to be won. Winner of accessory prizes to be won. Max. 1x Ibiza trip & 1x accessory prize per person for main promotion. Promoter: Carlsberg Malt Beverages

**A SPANISH ESCAPE**  
**EVERY WEEK**  
 to be won\*

SCAN HERE TO ENTER



MAVYA NEWS  
 37 Scrutton St  
 EC2A 4HU

SCAN HERE TO ENTER

**THE WORLD**

**iguel**

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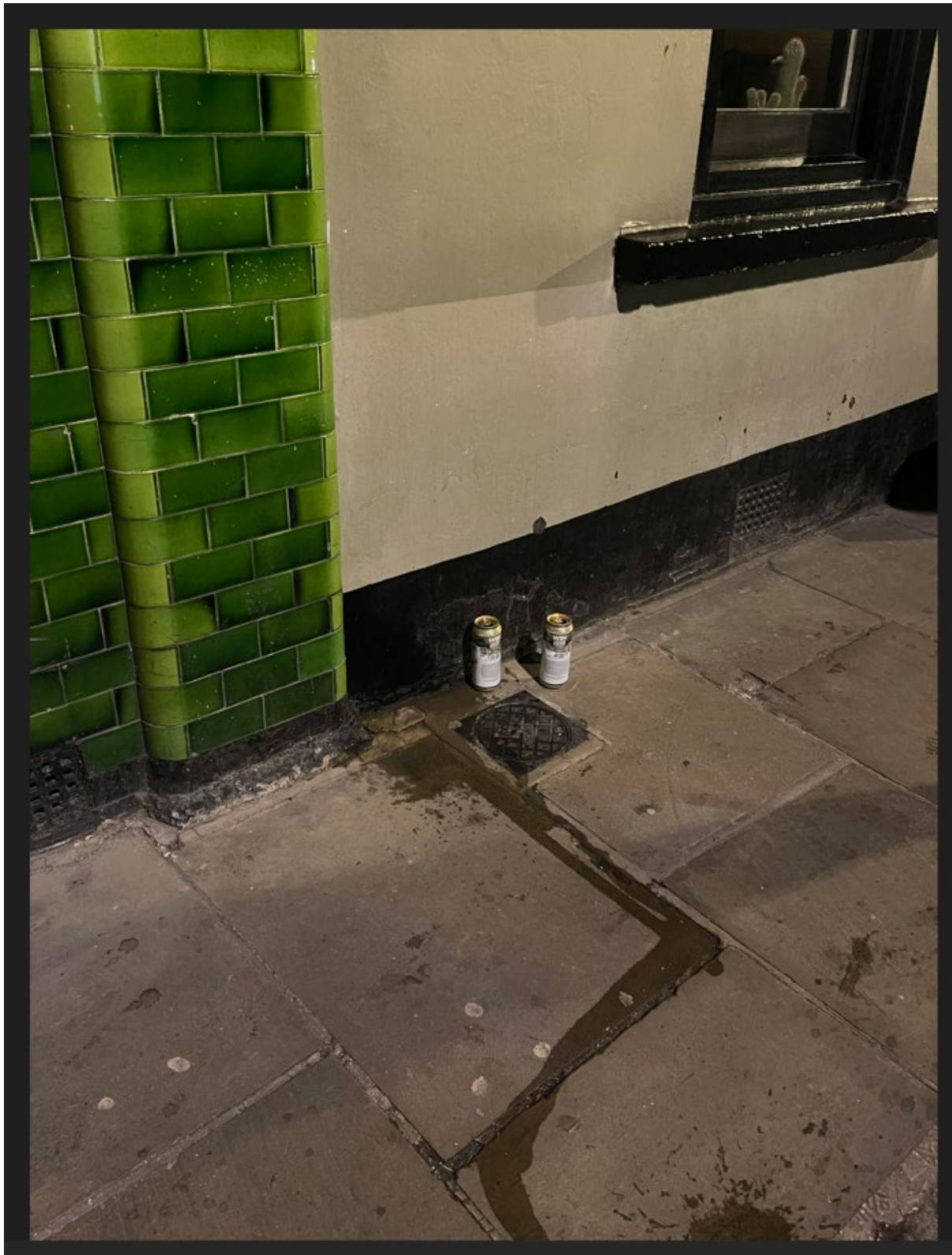
desde 1890

desde 1890

23.38pm

More drinks, rubbish left and a lovely urine surprise up our wall

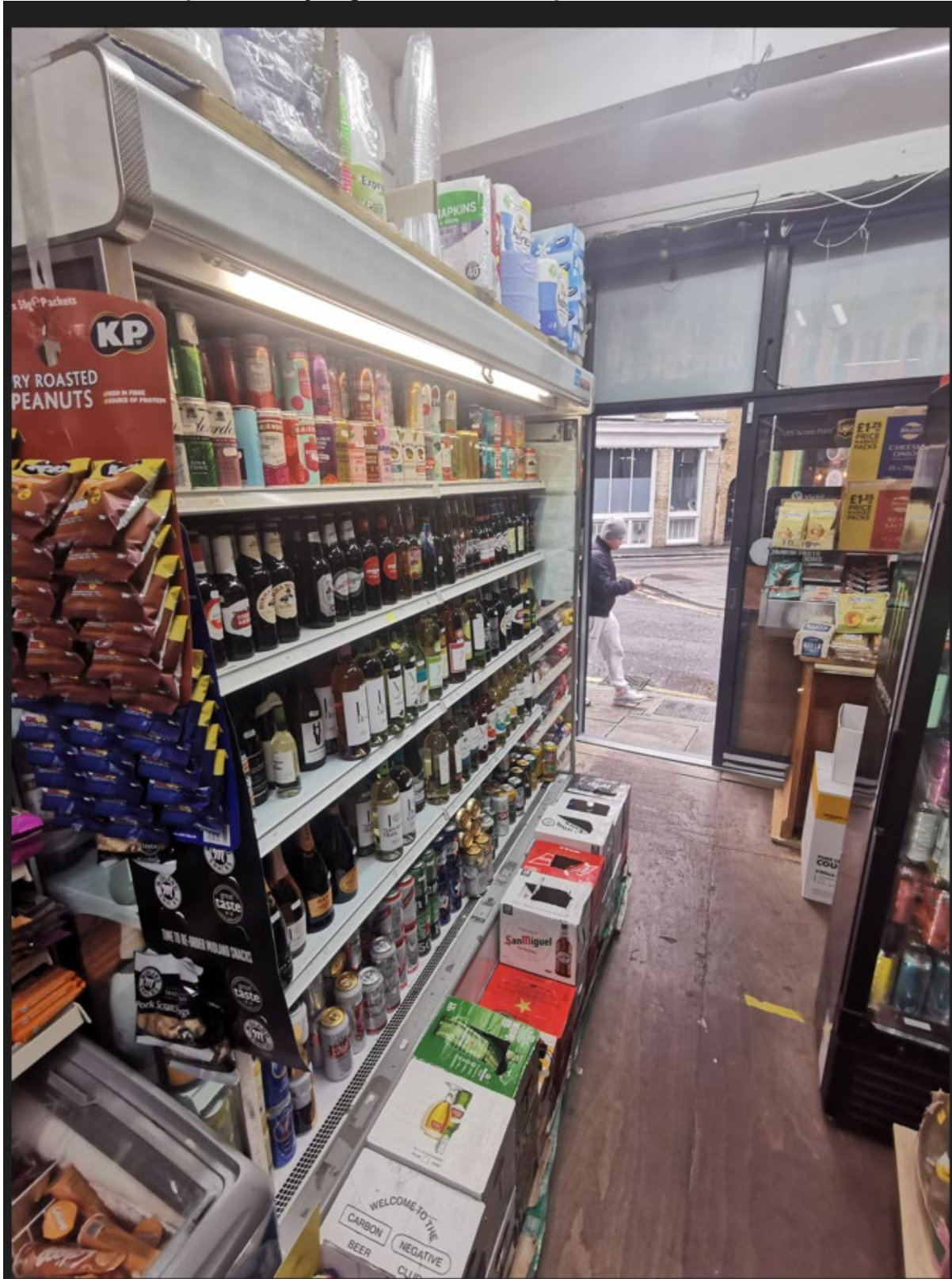
Please find photos of street drinking , abandoned drinks vessels and street urination

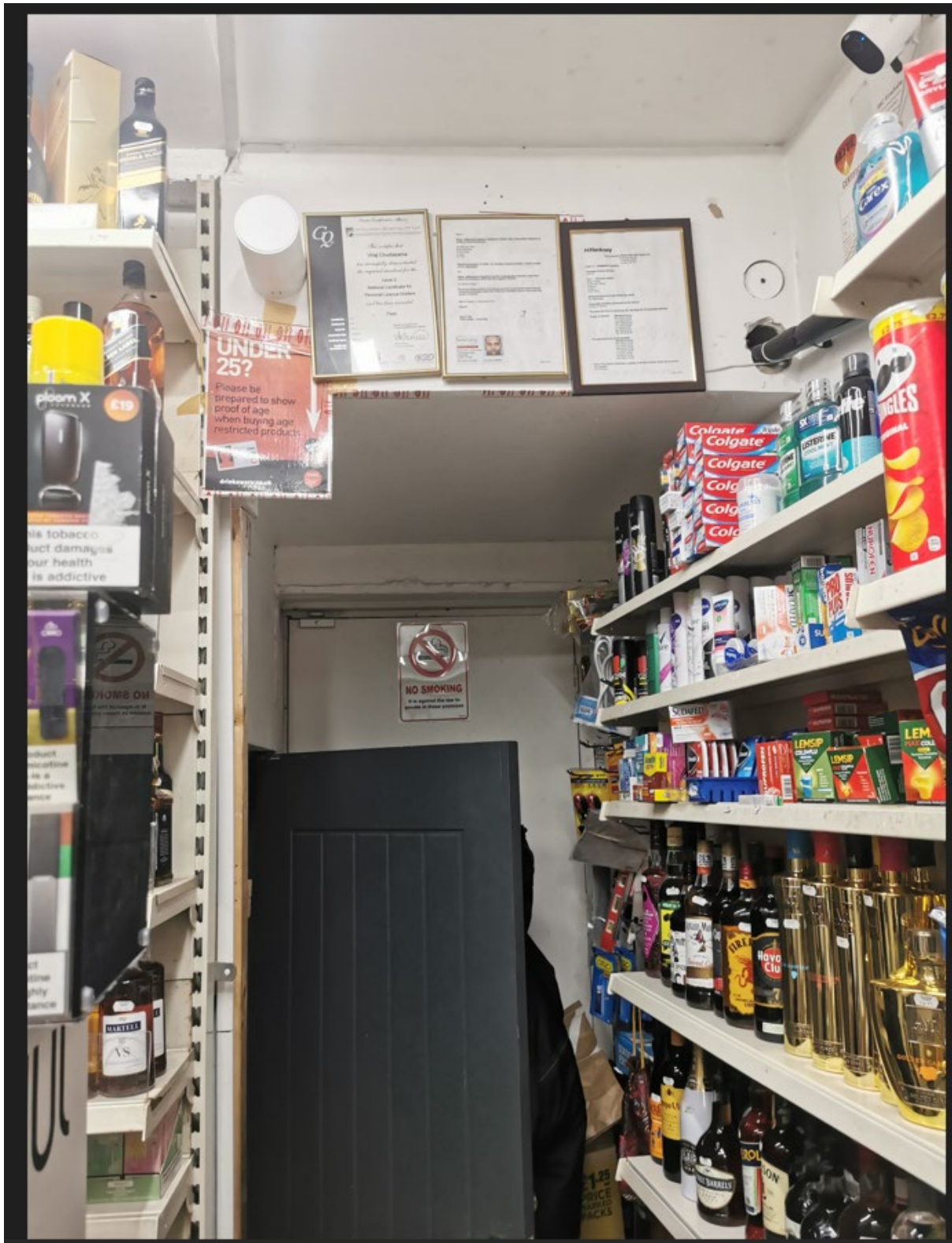






Please find photos of sister shop, less than 100 metres away.  
The photos show lack of signage required by the licence.  
They also show that most of the shop is used to display alcohol for immediate consumption from the chilled display . Also showing bottles that don't appear to bear the shop's identity, again a licence requirement.















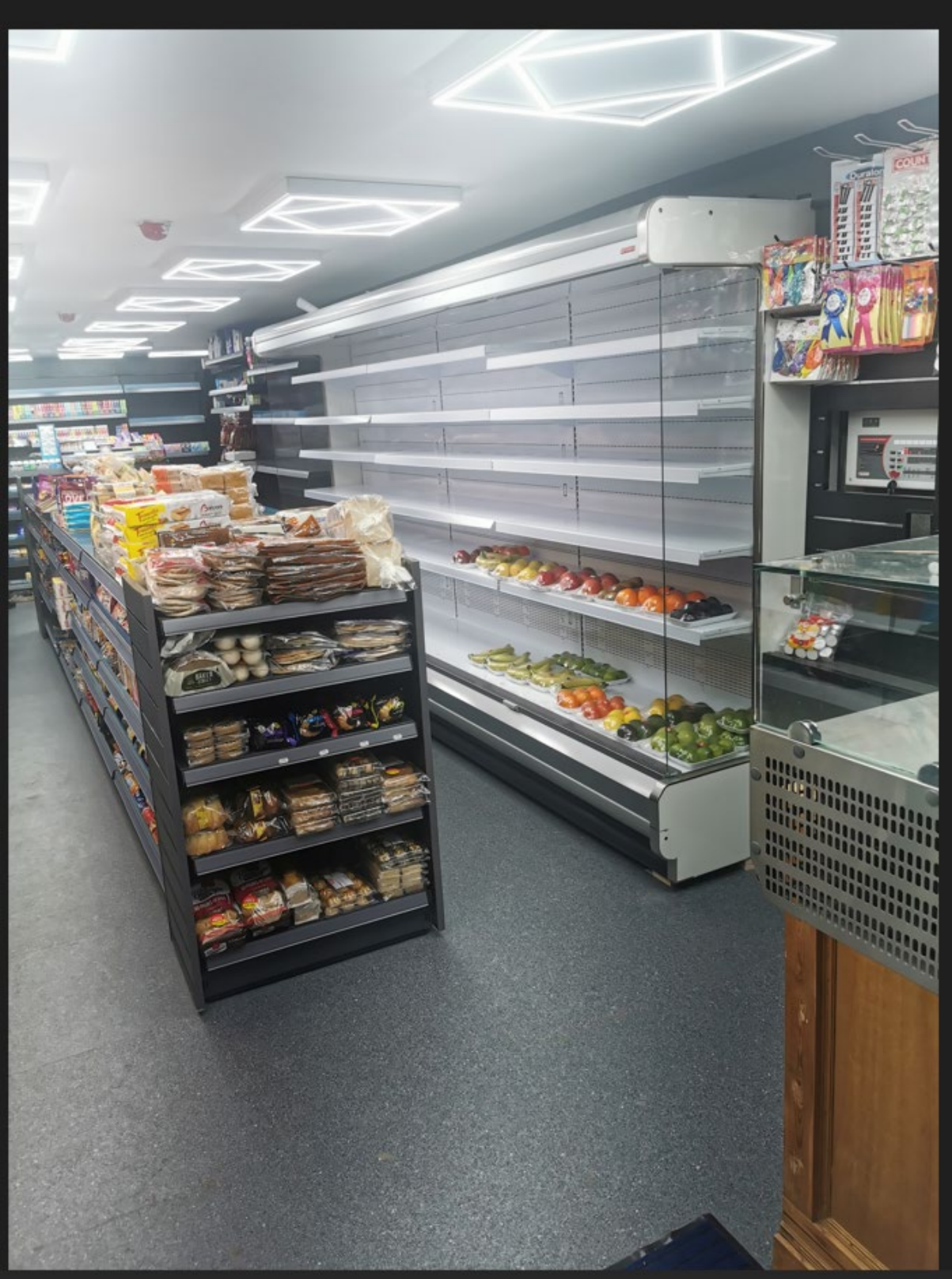
Please find photos of the premises for which the application is made. It shows identical external signage exactly the same as across the road in Scrutton street.

It also shows a bank of chilled shelving along most of the wall in this much larger premises.

Even though the shop has been open for more than a month, these shelves are still empty, clearly awaiting alcoholic drinks, even though the application says that the alcohol will be behind the counter or in locked cabinets.

This is not a newsagents, it's an off licence awaiting a licence.







Two photos to show close proximity of the currently licensed premises in Scrutton Street, opposite the Old King's Head and the new premises 40 metres away in the opposite direction



