

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

Alcohol supplied under the licence will be via orders taken through the Company's website and dispatched from these premises direct to the customer.
The premises will never be open to the general public for sales of alcohol by retail.

b) The prevention of crime and disorder

Deliveries of alcohol will not be made if there is no adult present to accept the delivery.
Challenge 25- the Premises Licence Holder will require all delivery operatives to request proof of age at the point of delivery of alcohol products if the individual receiving the product appears under 25.

Acceptable age verification documents will only be Proof of Age cards with the "PASS" hologram, UK Photo Driving Licence, Military ID, Passport or European Union Member state ID card with photo.

Warnings will be displayed on the Company's website to remind customers that any purchase of alcohol must be made by someone over 18.

c) Public safety

Health and Safety Risk assessments will be undertaken and staff shall be trained therein.

d) The prevention of public nuisance

There will be no public access to the site for sales of alcohol by retail and as such it is not anticipated any nuisance will arise.

e) The protection of children from harm

As indicated in box b, Challenge 25 will apply to all deliveries and the Premises Licence Holder has required that Delivery drivers are instructed in relation to the Challenge 25 procedures.

Warnings will be displayed on the Company website to remind purchasers that any purchase of alcohol must be made by a person over 18.