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### 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)

All staff – delivery drivers particularly – will be advised of the alcohol licencing laws in writing before they start work

We will train delivery drivers to spot the signs to look out for when delivery should not be granted – for example when the customer seems to be intoxicated when the customer should show Proof of Identification, when the individual may be purchasing the goods for minors

All staff training measures will be recorded in a log, so it can easily be provided to third parties upon inspection

#### b) The prevention of crime and disorder

There will be functional monitored CCTV camera(s) in place for when the premises is vacant set with its own alarm Also, there will be additional security measures for the door and roof

All alcoholic goods at the property are to be kept in secure locked storage areas

CCTV is in place and monitored outside of the premises, with a security guard on the premises during the nightly hours

Regular tests on the security are carried out by the landlords and any further steps this company takes towards security will be checked every 3 months & logged to be available upon request

Staff will be trained to become aware of their responsibilities under the Licensing Act 2003 and drivers will be able to recognise appropriate 'cut off' points for delivering alcoholic goods to drunken customers, to reduce the likelihood of fights or aggressive behaviour A record of which will be kept for every order that is denied to a customer due to intoxication these records will then be available for inspection by the police or licencing authority

There will be a duty of care policy in place on the company website through a webpage named Drink Responsibly This page will inform customers of the risks and potential hazards of over drinking as well as state the recommended daily alcoholic intake This is to prevent customers from drinking too much and endangering themselves and others in their actions

The company will deny delivery to areas that are of open public space this in turn should restrict any potentially anti-social behaviour and disorder through alcohol consumption on the street or in public places

### **c) Public safety**

A risk assessment of the premises will be reviewed once every year to maintain the health and safety and additional risks of the premises and see that a solution is being made for each space. Each copy of the risk assessment will be kept at the premises for inspection.

A written policy for how to deal with any type of accident or emergency incident will be in place based upon the yearly risk assessment and contain the standard threats – fire specific injuries in the workplace when to contact emergency services.

Smoke Detectors, fire extinguishers, and sprinkler systems are in place in numerous areas within the commercial centre, in order to reduce any danger to staff inside the premises or even those around it.

An accident book will be kept up-to-date on the premises at all times - available for inspection.

The company's services should pose as a safe alternative and preventative option to driving after drinking. For example, customers that have had one or two drinks already may have decided to drive to the shops to get more alcohol, however, my business will provide alternative action.

### **d) The prevention of public nuisance**

We give clear warning of the risks and disadvantages of drinking irresponsibly, by providing multiple links to our 'Drink Responsibly' page on numerous pages within the website, including one in each alcoholic product page. This is in order to help prevent customers from drinking irresponsibly and so from potentially becoming a burden to the public.

We clearly state in our terms and conditions that customers that are intoxicated are likely to have their delivery withheld by our trained drivers and so preventing them from drinking even more and potentially becoming a public nuisance.

All delivery drivers are to be trained to be quiet and respectful as possible in the late & early hours of the day, especially in any residential areas, so not to be a nuisance to the public themselves. This will include driving sensibly, which will be applicable at all times, speaking with a sensibly quiet tone of voice when addressing the customer and causing as little commotion as possible while still being ready to reject delivery for the necessary reasons.

In the events when we use a third-party courier service to deliver the goods, they will be delivering during the day and so any noise caused through that delivery should not be an issue.

### **e) The protection of children from harm**

We ensure the customer confirms that they are over 18 years old before ordering, in a first attempt to prevent under 18s from ordering from us. We also further warn customers of the Challenge 25 Rule that our drivers comply to, and so younger customers are very likely to be asked for ID before the goods are handed over. This additionally discourages minors from attempting to order as well as stopping those that continue to order from getting the goods they seek. We only accept photographic Driving Licences, Passports, or PASS (Proof of Age Standards Scheme) cards approved as means of ID.

Furthermore, it is stated in the company's Terms & Conditions that any individuals that are unable to

provide our drivers with adequate Proof of Identity will incur a set penalty fee, which should yet further discourage minors from ordering from us It is also cautioned that all our delivery drivers have the right to withhold goods and apply the penalty fee on them if they suspect minors may be provided with the ordered alcohol

On the occasions that we will have couriers delivering our goods they will also request to see Proof of Identification before providing the goods and will reject the delivery if the purchaser is not of age

The company s operations will not include delivery until approximately 6pm and so will not in any way effect the local primary school Additionally no external advertisements of the business and its operations will be presented and so any young children local to the area, or walking to and from school will be unaware to the goods that are kept by my business

**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

**IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**Part 4 – Signatures** (please read guidance note 10)

**Signature of applicant or applicant’s solicitor or other duly authorised agent** (See guidance note 11) **If signing on behalf of the applicant please state in what capacity**

Signature	[Redacted]
Date	08/09/2017
Capacity	Managing Director

**For joint applications signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant’s solicitor or other authorised agent** (please read guidance note 12) **If signing on behalf of the applicant please state in what capacity**

Signature	
Date	
Capacity	

**Contact Name (where not previously given) and address for correspondence associated with this application** (please read guidance note 19)