

Tony
Clarke

From: Tony Clarke
Sent: 10 Apr 2021 16:32:12 +0100
To: Deighton, Charlotte; Licensinghouse.co.uk; David dodson
Subject: Fwd: Response to your representation at No Problem Off licence
Attachments: No problem conditions offered.pdf, Image of Compliance books.pdf, _Challenge 25.pdf, Proxy signs.pdf, Quiet Notice Shops.pdf, Sale of Alcohol Register.pdf, Staff induction log sheets.pdf, Age Verification Policy 1 .pdf

Dear Charlotte and the Licensing team,

For your records, please see below our response to Cllr Mckenna.

[Redacted]

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----- Forwarded message -----
From: **Tony Clarke** <[Redacted]>
Date: Fri, 9 Apr 2021 at 17:53
Subject: Response to your representation at No Problem Off licence
To: <[Redacted]>

Dear Cllr,

I would just like to introduce myself. My name is Tony Clarke, from JMC licensing. and we are representing our client Mr David Dodson who has submitted a premises licence for the sale of alcohol at No Problem Convenience Store, 41 Armley Ridge Road, Leeds, LS12 3LD.

I am writing just to let you know a few details regarding this application as we have come across a similar situation before, where a misunderstanding occurs and the objector has later said at the hearing if they had known all of the facts they might not have objected.

The hours applied for, for the sale of alcohol, and opening times of the premises are **NOT** 08:00 - 23:00 every day as you have stated in your objection letter.

They are actually

08:00 - 21:00 Monday to Thursday

09:00 - 22:00 Saturday

09:00 - 21:00 Sunday

We noticed that this objection is a direct copy of the previous objection you made on the 14th August 2020 and wondered if this objection was simply a mistake.

I have taken the liberty of attaching a copy of the conditions we have offered, as they have been changed from the previous application we made in August 2020.

These have been written, mindful of the issues you (and others) raised at the last hearing. We have taken them very seriously indeed, and have written them to ensure our client has a robust set of conditions for him to work with, and promote the 4 objectives in the best way possible using the licensing legislation.

In addition, I would just like to mention the history of the shop since my clients last application.

My client and his staff have now been running the shop for more than nine months and have become an integral part of the community carrying out important community charity work, fostering strong relationships with the local people.

There are over 20 letters of support from neighbors, local businesses, and local customers. After reading them I can tell you that all of them are genuine, and well written. Importantly, they all voice their strong approval for their desire to see my client have an off licence. Many also mention the fact that there is nothing that concerns them (in terms of their safety) in this particular part of the neighborhood, and they all clearly see my client as an asset to the area.

This is not a 'stack em high, roll em out' discounted retailer with irresponsible promotions. It is somewhat the opposite. They are passionate about supplying alcohol in a responsible way and ensure their price points remain above all other retailers to discourage street drinkers from even entering the premises. (obviously this is a difficult balance to achieve but without exception i can categorically state that in the case of entry these people are kindly informed that their business is not welcomed and they will not be served alcohol).

As a side note to this, please see conditions attached : **No sales of single cans of beers, ciders and lagers to be sold**, and **all cans of beer, lager and cider over 7.5% is only to be sold from behind the counter**, which gives my client and his staff full protection to who can actually buy these items.

In addition there are to be many warning signs/posters around the shop - '**No sales to drunks**', **asking neighbours to respect the neighborhood and stay quiet when leaving**, That **CCTV is in operation**, and **Proxy notices are displayed** warning adults they cannot buy alcohol for children etc. as well as the books we provide to ensure full compliance with the legislation. (please see attached photograph)

As i hope you will see, these are all very strong tools to help promote the safe service and sale of alcohol.

The Licence to sell alcohol would provide my client the opportunity to offer another product that would add valuable revenue to the running of the business. I hope you understand that in these uncertain times it is vitally important that we help to nurture responsible retailers, and i urge you and your colleagues to visit the shop and see for yourself.

My client has spent over £100,000 to date on the furniture, fridges and stock. This has given them a solid foundation to hopefully make sure they can stay afloat as a business for a long time to come. However, without the ability to sell alcohol the truth is they are just about making ends meet each month. They understand the true value a premises licence would give them, and given the chance to have one that they would, in no way jeopardise the opportunity that this would present.

My client has sold Alcohol for **21 days** (using Ten's notices which were accepted and granted by the council and accepted by the police) over the Christmas period and New year of 2020 .

This was done as a litmus test over a busy retail period successfully without any complaints.

There were no alcohol related crimes reported in this area during this time.

I would also like to point out that In this application, there have been no other objectors. The police, and all other relevant Authorities including the council are entirely happy with the conditions we have offered and would be granting the licence if it were not for this objection.

Therefore, I would be keen to know if, after being made aware of these facts, you still feel the same way about your objection and i look forward to hearing from you in due course.

If you require any further information about this application, the shop itself or the legislation surrounding any of the issues you have raised please let me know.

Kind regards

Tony Clarke

