

Notice of Meeting

Licensing Sub-Committee

Friday 2 December 2016 at 2.00pm

**in Committee Room 2 Council Offices
Market Street Newbury**

Members Interests

Note: If you consider you may have an interest in any Application included on this agenda then please seek early advice from the appropriate officers.

Date of despatch of Agenda: Thursday, 24 November 2016

FURTHER INFORMATION FOR MEMBERS OF THE PUBLIC

If you require further information about this Agenda, or to inspect any background documents mentioned in the reports, please contact Moira Fraser / Maria Legge / Janet Giddings.

Further information and Minutes are also available on the Council's website at www.westberks.gov.uk

**Alcoholia, 28 New Horizon House, The Enterprise Centre, New Greenham Park
Greenham, RG19 6HT**



WestBerkshire
C O U N C I L

To: Councillors Graham Bridgman, Paul Bryant and Richard Crumly

Substitute: Councillor Peter Argyle

Agenda

Part I

Page No.

1 Declarations of Interest

To receive any declarations of interest from Members.

2 Schedule of Licensing Applications

(1) Application No. 16/01537/LQN - Alcoholla, New Greenham Park, Greenham

3 - 38

Proposal: Application for Premises Licence

Location: 28 New Horizon House, The Enterprise Centre, New Greenham Park, Greenham, RG19 6HT

Applicant: Alcoholla

Andy Day
Head of Strategic Support

<p>If you require this information in a different format or translation, please contact Moira Fraser on telephone (01635) 519045.</p>

Licensing Act 2003

Application for a Premises Licence

Application Number: 16/01537/LQN

Site: Alcoholla, New Greenham Park,
Greenham

Appendices

	Pages
Appendix A – Application	5-24
Appendix B – Site Plan	25-26
Appendix C – Consent to being a Premises Supervisor	27-28
Appendix D – Letters of objection	29-38

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1610537 / LQNRIN

£100-00
14/10/16

**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 SARAH YACIM

(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 ALCOHOLLA 28 NEW HORIZON HOUSE THE ENTERPRISE CENTRE NEW GREENHAM PARK GRENHAM			
Post town	THATCHAM	Postcode	RG19 6HT

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£1425

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- | | | |
|---|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input checked="" type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i. as a limited company | <input type="checkbox"/> | please complete section (B) |
| ii. as a partnership | <input type="checkbox"/> | please complete section (B) |
| iii. as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv. other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) a recognised club | <input type="checkbox"/> | please complete section (B) |
| d) a charity | <input type="checkbox"/> | 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:

Please tick yes

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 checked="" type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname YACIM			First names SARAH		
I am 18 years old or over				<input checked="" type="checkbox"/>	Please tick yes
Current postal address if different from premises address		FLAT 2 6 CRAVEN ROAD			
Post town	NEWBURY			Postcode	RG14 5NE
Daytime contact telephone number					
E-mail address (optional)					

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		
I am 18 years old or over					<input type="checkbox"/> Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(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
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

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)

A UNIT FORMING PART OF A LARGE PREMISES OPERATING AS A AN ALCOHOL DELIVERY SERVICE TAKING ORDERS BY DISTANCE SALES FOR DELIVERY IN THE LOCAL AREA BETWEEN THE HOURS OF 18.00 TO 04.00 MONDAY TO SUNDAY. THE COMPANY FEELS THAT THIS IS A PRO-ACTIVE WAY OF REDUCING DRINK DRIVING AND LATE NIGHT ANTI-SOCIAL BEHAVIOUR.

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

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any 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) ☐

Supply of alcohol (if ticking yes, fill in box J) ☒

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Thur					
Fri					
Sat			<u>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</u> (please read guidance note 5)		
Sun					

B

Films Standard days and timings (please read guidance note 6)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 2)		Indoors <input type="checkbox"/>
					Outdoors <input type="checkbox"/>
Day	Start	Finish			Both <input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue					
Wed			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 4)		
Thur					
Fri			<u>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</u> (please read guidance note 5)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Wed			
Thur			
Fri			<u>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</u> (please read guidance note 5)
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)			
Mon						
Tue						
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)			
Thur						
Fri						
Sat			<u>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</u> (please read guidance note 5)			
Sun						

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
Thur					
Fri					
Sat			<u>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</u> (please read guidance note 5)		
Sun					

F

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 2)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)	
Mon				
Tue				
Wed				
Thur			State any seasonal variations for the playing of recorded music (please read guidance note 4)	
Fri				
Sat			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 5)	
Sun				

G

Performances of dance Standard days and timings (please read guidance note 6)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2)		Indoors <input type="checkbox"/>
					Outdoors <input type="checkbox"/>
Day	Start	Finish			Both <input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue					
Wed			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 4)		
Thur					
Fri			<u>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</u> (please read guidance note 5)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 3)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Fri					
Sat			<u>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</u> (please read guidance note 5)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)			
Mon						
Tue						
			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)			
Wed						
Thur						
			<u>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</u> (please read guidance note 5)			
Fri						
Sat						
Sun						

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
Day	Start	Finish		Both	<input type="checkbox"/>
Mon	18.00	04.00	State any seasonal variations for the supply of alcohol (please read guidance note 4) ON THE FOLLOWING DATES, ON WHICHEVER DAY THEY MAY FALL, THE BUSINESS WILL REQUIRE THE LICENSABLE ACTIVITY TO BE EXTENDED TO ACCOMMODATE BUSIER PERIODS DURING THE FESTIVE SEASON. SEASONAL HOURS REQUIRED: 09.00HRS TO 04.00HRS ON THE FOLLOWING DATES: 20TH, 21 ST , 22 ND , 23 RD , 24 TH , 25 TH , 26 TH , 27 TH , 28 TH , 29 TH , 30 TH , 31 ST DECEMBER AND 1 ST JANUARY, 2 ND JANUARY		
Tue	18.00	04.00			
Wed	18.00	04.00			
Thur	18.00	04.00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri	18.00	04.00			
Sat	18.00	04.00			
Sun	18.00	04.00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Name SARAH YACIM	
Address FLAT 2 6 CRAVEN ROAD NEWBURY	
Postcode	RG14 5NE
Personal licence number (if known) 16/01425LIA	
Issuing licensing authority (if known) WEST BERKSHIRE DISTRICT COUNCIL	

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 8).

NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			<u>State any seasonal variations</u> (please read guidance note 4) ON THE FOLLOWING DATES, ON WHICHEVER DAY THEY MAY FALL, THE BUSINESS WILL REQUIRE THE OPENING HOURS OF THE PREMISES TO BE EXTENDED TO ACCOMMODATE BUSIER PERIODS DURING THE FESTIVE SEASON. SEASONAL HOURS REQUIRED: 09.00HRS TO 04.00HRS ON THE FOLLOWING DATES: 20 TH , 21 ST , 22 ND , 23 RD , 24 TH , 25 TH , 26 TH , 27 TH , 28 TH , 29 TH , 30 TH , 31 ST DECEMBER AND 1 ST JANUARY, 2 ND JANUARY
Day	Start	Finish	<u>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</u> (please read guidance note 5)
Mon	18.00	04.00	
Tue	18.00	04.00	
Wed	18.00	04.00	
Thur	18.00	04.00	
Fri	18.00	04.00	
Sat	18.00	04.00	
Sun	18.00	04.00	

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 9)

The DPS fully understands her roles and responsibilities concerning the four licensing objectives obtained within the 2003 Licensing Act, a comprehensive breakdown of these objectives and how to ensure they are met are detailed below.

The DPS attended the APLH level 2 training programme and her personal licence has been issued by West Berkshire District Council.

The DPS will take full responsibility of ensuring all staff are trained and have full knowledge of all licensing issues concerning them under the 2003 Licensing Act including the Challenge 25 rule.

The applicant offers the following measures to accompany the mandatory conditions as laid out by The Licensing Act 2003, to form part of the operating schedule.

b) The prevention of crime and disorder

The unit has its own internal security shutter to secure when staff of Alcoholla are not in attendance.

Unity House has its own security measure to cover the whole building.

Orders have to be paid for at the point of order, no cash payments on delivery will be permitted.

All delivery drivers shall be directly employed by Alcoholla and shall all receive training from the DPS regarding their responsibilities when delivering alcohol.

Should a driver arrive to make a delivery and feel that the purchaser or any other person at the delivery address, has already reached a level of intoxication, and should they feel that completing the delivery may cause subsequent issues, then the delivery shall be refused and returned to the unit. The driver will also enter the refusal into the refusals register and report to the DPS.

c) Public safety

The DPS will be responsible for conducting any relevant Fire Risk Assessment and also a Health & Safety Risk Assessment for the licensed premises.

All appropriate notices in relation to public health & safety will be displayed at the premises.

The DPS will also ensure the premises will be operated in line with the Health & Safety Act and any environmental health issues will be the responsibility of both the licence holder for the premises and the DPS.

There shall be no access to the unit by the general public. Only those authorised and/or employed by Alcoholla shall be permitted entry.

d) The prevention of public nuisance

The DPS/Premises licence holder fully understands that it is their duty to prevent their business causing any nuisance to any local residents or businesses.

They will monitor the external premises area in relation to any anti-social behaviour or public nuisance.

The premises will only accept trade deliveries or rubbish collections during normal working hours.

The DPS will also monitor the exterior of the premises to ensure litter is kept to a minimum.

In the event of any anti-social behaviour both inside and outside of the premises, the DPS will make any CCTV recordings available to the local Police immediately.

All drivers employed by Alcoholla shall receive relevant training in regards to their responsibilities under The Licensing Act 2003 and when delivering alcohol.

Should a driver arrive to make a delivery and feel that the purchaser or anyone else at the delivery address, has already reached a level of intoxication, and should they feel that completing the delivery may cause subsequent issues, then the delivery shall be refused and returned to the unit.

The driver will also enter the refusal into the refusals register and report to the DPS

e) The protection of children from harm

The DPS will be responsible for ensuring all staff working within the premises will be fully trained and aware of the Challenge 25 Rule.

The premises will only accept valid forms of identification such as photo driving licence, passport and home office approved ID cards displaying the national proof of age standard scheme (PASS hologram).

All customers who look under the age of 25 shall be challenged to prove their identity when purchasing alcohol.

The premises will also have a refusals register, which will be kept at the premises at all times and all refusals by any member of staff shall be recorded.

The register will be made available to Responsible Authorities on request.

All delivery drivers shall be directly employed by Alcoholla and shall receive relevant training in regards to their responsibilities. A record of this training shall be kept in a training register and any training given shall be refreshed at appropriate intervals.

All customers purchasing alcohol through the online or telephone facility will be asked to confirm that they have read and understood the Terms & Conditions of their purchase.

Should it be found that anyone under age has attempted to make a purchase, or that the purchase is intended for a minor, the transaction will be refused and returned to the unit and the refusal recorded in the register and reported to the DPS.

The storage facility where orders are picked will only be accessed by employees of, or persons authorised by Alcoholla who will be aged 18 years or over and aware of their responsibilities.

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 SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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	
Date	13/10/2016
Capacity	LICENSING CONSUTLANT ON BEHALF OF APPLICANT

For joint applications, signature of 2nd applicant or 2nd 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 postal address for correspondence associated with this application (please read guidance note 13)

PLT (UK) LTD
 UNIT 12B
 THE PHOTO BLOCK
 HATHERLEY LANE

Post town	CHELTENHAM	Postcode	GL51 6PN
Telephone number (if any)	01242 222188		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) INFO@PERSONALLICENCE.COM			

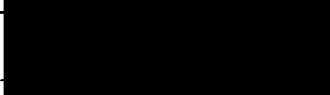
Checklist:**Please tick to indicate agreement**

- 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 SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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	
Date	13/10/2016
Capacity	LICENSING CONSULTANT ON BEHALF OF APPLICANT

For joint applications, signature of 2nd applicant or 2nd 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 postal address for correspondence associated with this application (please read guidance note 13)

PLT (UK) LTD
UNIT 12B
THE PHOTO BLOCK
HATHERLEY LANE

Post town	CHELTENHAM	Postcode	GL51 6PN
Telephone number (if any)	01242 222188		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) INFO@PERSONALLICENCE.COM			

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. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicant or their respective agent must sign the application form.
13. This is the address which we shall use to correspond with you about this application.

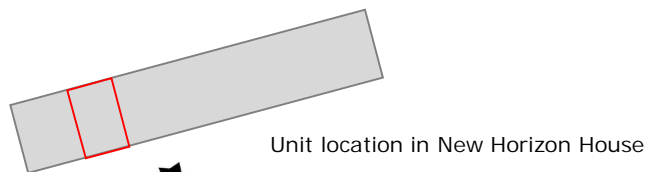


Internal Security Shutters

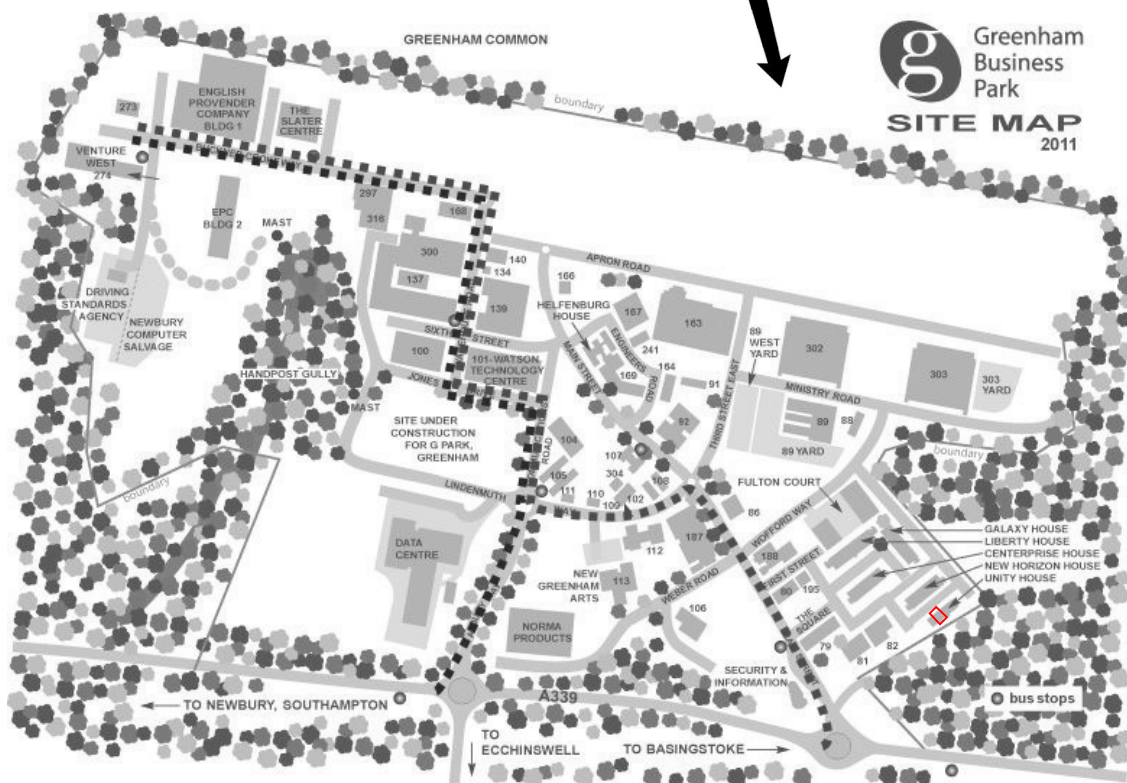
The office/storage unit is located in New Horizon House as shown on the site map below.

The unit is a single story lock up unit with no residential buildings in close proximity.

There will be no access to the premises for members of the general public as all retail sales will be delivered.



Unit location in New Horizon House



Alcohol
28 New Horizon House
The Enterprise Centre
New Greenham Park
Greenham
RG19 6HT

Description:

Late night alcohol home delivery service operating via the Internet and social media websites.

Security Key:

Drawing Details:

CCTV	N/A	Recording	N/A
Scale:	1: 100 @ A4	Alarm	Yes
Client:	Mrs Sarah C Yacim	Fire Alarm	No
Date:	05/10/2016	Fire Key:	
Authority Area:	West Berkshire Council		Foam
Smoke & heat	?	●	CO'2
Emergency Lighting			
Fire Symbols		Fire Blanket	

This page is intentionally left blank

Consent of individual to being specified as premises supervisor

SARAH YACIM

1

[full name of prospective premises supervisor]

of

FLAT 2
6 CRAVEN ROAD
NEWBURY
RG14 5NE

[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

GRANT OF A NEW PREMISES LICENCE

[type of application]

by

SARAH YACIM

[name of applicant]

relating to a premises licence

[number of existing licence, if any]

for

ALCOHOLLA
28 NEW HORIZON HOUSE
THE ENTERPRISE CENTRE
NEW GREENHAM PARK
GREENHAM, THATCHAM
RG19 6HT

[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by
SARAH YACIM

[name of applicant]

concerning the supply of alcohol at
ALCOHOLLA
28 NEW HORIZON HOUSE
THE ENTERPRISE CENTRE
NEW GREENHAM PARK
GREENHAM. THATCHAM
RG19 6HT

[name and address of premises to which application relates]

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

16/01425/LIA

[insert personal licence number, if any]

Personal licence issuing authority

WEST BERKSHIRE COUNCIL

[insert name and address and telephone number of personal licence issuing authority, if any]

Signed



SARAH YACIM

Name (please print)

12/10/2016

Date

Subject: FW: Licensing Act 2003 - New Premises Licence Application - 28 New Horizon House, New Greenham Park, RG19 6HT

From: Lindsay Hall [REDACTED]
Sent: 10 November 2016 12:02
To: Sharon Gavin
Subject: Licensing Act 2003 - New Premises Licence Application - 28 New Horizon House, New Greenham Park, RG19 6HT

We have read the above planning application and wish to object to the granting of the license on the following grounds.

The Prevention of Crime and Disorder

Although the business is deemed to be a delivery service and the general public should not be able to visit the premises to buy alcohol there is a concern that should the business become established the whereabouts of this distribution outlet could become known to the public who may attempt to buy alcohol at this facility and disorder or anti-social behaviour could arise as a result.

The standard operating hours appear to be from 18.00 to 04.00, whilst crime and disorder may be preventable from the distribution unit, we feel strongly that from a social responsibility perspective, delivering alcohol in the early hours of the morning to people who are partying is a very bad idea and could well lead to crime and disorder at the place where the delivery is being made.

Prevention of Public Nuisance

The standard operating hours appear to be from 18.00 to 04.00 and we note in the license application that this business wishes to operate 'seasonal hours' during the Christmas New Year period - an extended period of 09.00 to 18.00 which is an additional 9 hours. Specifically from 20th December through to 2nd January is outlined for these unusual opening times, this is a time of the year viewed as holiday time, there is no data given to forecast the amount of traffic that will be operating within this timeframe, what the workers shift patterns look like or what type of vehicles are going to be running throughout the night and the impact this will have on the noise or light pollution.

We observe that there is no other request for seasonal variations e.g. Easter or other bank holidays. This therefore raises a concern in our minds as to whether this is just a 'pop up' venture for someone who is looking to maximise sales over the Christmas and New Year period rather than a sustainable business proposition that would be a great asset to the New Greenham Park.

Yours sincerely

Lindsay Hall and Mike Adams
Reades Cottage, Heads Hill, Crookham Common, Thatcham, Berks. RG19 8EW

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Moira Fraser

Subject: FW: Licensing Act 2003 - New Premises Licence Application - 28 New Horizon House,
New Greenham Park, RG19 6HT

From: [REDACTED]

Sent: 10 November 2016 14:50

To: Sharon Gavin

Cc: Planapps

Subject: Licensing Act 2003 - New Premises Licence Application - 28 New Horizon House, New Greenham Park,
RG19 6HT

Dear Sharon Gavin and Others who it May Concern,

We have reviewed Lindsay Hall and Mike Adams objection to the above License Application and are in full agreement with their Statement as

given below so would wish to object to this application on the grounds stated.

Yours sincerely

Chiyako and Robin Cruikshank

Happy Valley

Heads Hill

Thatcham RG19 8EW

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Alderwood House
Basingstoke Road
Greenham Common
Thatcham
Berkshire
RG19 8HW



10 November 2016

The Licensing Authority,
West Berkshire District Council,
Council Offices,
Market Street,
Newbury,
Berkshire,
RG14 5DL

Dear Sirs

16/01537/LQN
Mrs Sarah Yacim
28 New Horizon House, The Enterprise Centre, New
Greenham Park, Greenham, RG19 6HY/ RG19 6HT
New Premises Licence application for: Supply of Alcohol Mon to Sun 18:00 to 04:00

I refer to my letter of yesterday's date and today's date and our telephone conversation.

I have now had sight of the application.
I confirm that my representations continue to be made and are in respect of the third licensing objective, the prevention of public nuisance.

Section M(d) does not describe what arrangements will be made to secure that there is no noise disturbance at the premises. As previously noted, it is seriously disturbing to have motorcycles revving up in the early hours, vans running their engines, and deliverymen congregating outside, and of course noise emanating from the business activities during the night. In this regard we have concerns about the extended sales hours during Christmas and the New Year.

Section L of the application indicates that the premises will be open to the public. This is inconsistent with the business being conducted as distance sales online or by telephone.

It is essential that there must be no off-sales directly from the premises, and of course no on-premises sales. Sales (if the licence is permitted at all) must be by delivery

only, to residential premises. No sales deliveries should be permitted to premises in the Business Park (which would provide a simple way to circumvent licence conditions). Likewise any off-sales must be effectively wholesale, ie having a minimum sales value that prevents the sale of individual bottles or cans.

Yours faithfully

Paul Walker

cc Cllr Jeremy Bartlett
cc West Berks Planning Department

Alderwood House
Basingstoke Road
Greenham Common
Thatcham
Berkshire
RG19 8HW



10 November 2016

The Licensing Authority,
West Berkshire District Council,
Council Offices,
Market Street,
Newbury,
Berkshire,
RG14 5DL

Dear Sirs

16/01537/LQN
Mrs Sarah Yacim
28 New Horizon House, The Enterprise Centre, New
Greenham Park, Greenham, RG19 6HY/ RG19 6HT
New Premises Licence application for: Supply of Alcohol Mon to Sun 18:00 to 04:00

I refer to my letter of yesterday's date.

I have now been informed that the application is being made on behalf of Alcohalla, a business that delivers alcohol to consumers at night-time.

I would repeat that the Business Park is located in a residential area and I repeat my earlier objection.

I would make the following further comments:

- (a) Before the Council consider granting any licence, it should carefully examine the level of noise that will be generated by this business. It is seriously disturbing to have motorcycles revving up in the early hours, vans running their engines, and deliverymen congregating outside.
- (b) The planning department must consider whether it will permit this activity in the Business Park when other overnight activities have been strictly curtailed.
- (c) We would prefer that no licence should be granted but, were the Council minded to grant one, it is essential that there must be no off-sales directly from the premises, and of course no on-premises sales. Likewise any off-sales must be effectively

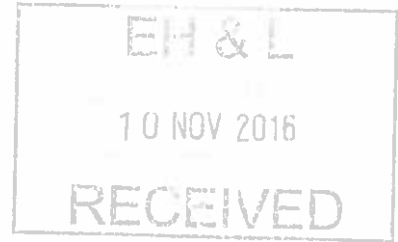
wholesale, ie having a minimum sales value that prevents the sale of individual bottles or cans.

Yours faithfully

Paul Walker

cc Cllr Jeremy Bartlett
cc West Berks Planning Department

Alderwood House
Basingstoke Road
Greenham Common
Thatcham
Berkshire
RG19 8HW



9 November 2016

The Licensing Authority,
West Berkshire District Council,
Council Offices,
Market Street,
Newbury,
Berkshire,
RG14 5DL

Dear Sirs

16/01537/LQN
Mrs Sarah Yacim
28 New Horizon House, The Enterprise Centre, New
Greenham Park, Greenham, RG19 6HY/ RG19 6HT
New Premises Licence application for: Supply of Alcohol Mon to Sun 18:00 to 04:00

I am writing to object to the application for a new premises licence for the supply of alcohol at the above premises.

The application is made for the hours from **18.00 to 04.00 Monday to Sunday** and thus envisages the premises being **open all night every day of the week all year**.

There are no further details given in respect of the application and I can find no planning application in respect of the premises, so I do not know whether the applicant intends to open an all-night pub, an all-night cafe, an all-night nightclub or an all-night off-licence. Any of these activities would be inappropriate in the proposed location, which is an office and light-industrial business park.

I would remind the Council that the Business Park is located in a residential area, which has been here for over 100 years, long before the park or the airbase before. There is a range of houses right near to the above address, whose residents would be substantially affected by the presence of an all-night alcohol premises nearby. The presence of on- or off-premises of whatever nature will attract drinkers and other customers to the site from all around, creating noise and disturbance all the time.

Strict limits have been placed on premises in the Business Park operating outside normal business hours. The same limitation should apply to the proposed activities. You will appreciate that we do not wish to be kept awake at night, whether as a result

of HGVs and forklift trucks operating in the Business Park or as a result of an all-night premises of whatever kind attracting customers.

No details are given as to how customers would access these premises at the proposed times when no public transport is working. If these are on-premises, is one to expect drunk drivers to be careering out of the Business Park onto the A339 throughout the night?

In conclusion, the New Greenham Business Park has been established for local light industrial and office business operating during normal business hours, not as an all-night "Party Central" for the West Berkshire area.

Accordingly, I urge that this application be refused.

Yours faithfully

Paul Walker

cc Cllr Jeremy Bartlett
cc West Berks Planning Department