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Please ask for:
Our reference: SM/mw
Your reference: App No: 067344



Peterborough City Council
 Town Hall
 Bridge Street
 Peterborough
 PE1 1HG

The Licensing Team
Peterborough City Council
4th Floor, Bayard Place
Broadway
Peterborough
PE1 1HU

24th June 2013

Dear Licensing Team

License application 067344: Unit 14 Alfric Square: alcohol delivery service

Thank you for sending us a copy of this license application. I am pleased to make the following observations.

The proposal is to provide alcohol to people's homes on demand, with certain safeguards described by the applicant. As health is not yet an objective under the Licensing Act, in Public Health we are limited in the contribution we can make. However, our concerns relate to the ability to prevent the potential harm associated with drinking too much. We know that increasingly people drink at home to mitigate the cost of alcohol in licensed premises. However, one role of the licensee is to ensure that people who are already drunk do not continue drinking, to safeguard the individual and others around them.

We are concerned that, despite the declared intention of the applicant, home deliveries up until 6.00am have the potential to enable people to carry on drinking long after the natural safeguard of "running out". The person delivering seems to be in a vulnerable position. They are unlikely to be able to assess whether there is a risk to anyone as a result of the sale (are there children under the care of the customer, for example, or is there risk of accidental injury or domestic abuse?). If the delivery driver does feel that the customer should not have any more, how vulnerable are they to assault if they refuse to sell?

I understand that a similar application in Cambridge attracted a number of conditions intended to safeguard the delivery driver, including no cash sales. It would seem appropriate, at the very least, to have a consistent approach to alcohol delivery services across the area, not least because we anticipate that a Peterborough depot would deliver to parts of Cambridgeshire on our doorstep.

Yours sincerely

A handwritten signature in cursive script that reads "Sue Mitchell".

Sue Mitchell
 Interim Director of Public Health

Ref: Unit 14 Alfric Square / License Application



Creating a safer
Cambridgeshire

Thursday 27th June 2013

Darren Dolby
Licensing Officer
Peterborough City Council
Bayard Place
Broadway
Peterborough
PE1 1HZ

Dear Darren,

Re: License Application – Unit 14, Alfric Square, Peterborough

On 06th June 2013 Cambridgeshire Constabulary Licensing Department (Peterborough District) received e-mail notification from Peterborough City Council Licensing Department of an application submitted via their on-line service. Reference 067344 applies. The application, submitted by Ian Gordon-Smith of 17 Howes Place, Cambridge, CB3 0LD is looking to apply for a Premises License on Unit 14, Alfric Square, Peterborough, PE2 7JP to commence on 25th June 2013.

I understand from the application that this is intended to be a storage unit and distribution point for the delivery of alcohol directly to customers who place orders by telephone or via the internet. The opening business hours are proposed as being daily from 11:00am to 06:00am. No other licensable activities are applied for. The Business has received no name on the application.

I am aware that the applicant currently holds a premises license (PRECAM000644) for a similar business in Cambridge City entitled 'Late Night Liquor' which was granted by Cambridge Licensing Authority on 22nd September 2012. 'Late Night Liquor' appears to be operating in Peterborough on the Cambridge License as I have been made aware of advertisements being posted through residential properties. Ultimately I have received correspondence from concerned residents over the safety and diligence of such a practice. Ultimately I am concerned with the numerous safety and due diligence issues and the regulation of such an activity.

I am also aware that the premises – 14 Alfric Square does not have the appropriate planning permission and this needs to be applied for as soon as possible.

Cambridgeshire Constabulary wish to make formal representation against this application. However this will be deemed unnecessary if the applicant, Ian Gordon-Smith would consider and implement onto the Premises License the appropriate and reasonable license conditions listed below:

The Prevention of Crime and Disorder:

1. CCTV will be installed at the Storage Unit and provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions in particular facial recognition. Cameras shall encompass all entrances, exits and fire escapes at the premises internally and externally.
2. CCTV equipment must be maintained in good working order, be correctly time and date stamped. Recordings must be kept in date order, numbered sequentially and kept for a period of not less than 28 days.
3. The Premises License Holder must ensure at all times a Designated Premises Supervisor or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format and hand this footage over to the Police / Local Authority on demand.
4. The recording equipment and discs / usb pen drives shall be kept in a secure environment under the control of the DPS or other responsible named individual.
5. An operational daily log report must be maintained and endorsed by signature, indicating the system has been checked and is compliant. In the event of any failings of the system actions taken are to be recorded.
6. In the event of a technical failure of the CCTV equipment the Premises License Holder / Designated Premises Supervisor must report the failure to the Police or Local Authority immediately.
7. Notices advising that CCTV has been installed on the premises shall be posted so that they are clearly visible.
8. An effective and working Security Alarm will be installed at the premises.
9. Staff training in relation to identifying and preventing sales of alcohol to any person who is, or appears to be drunk should be undertaken on a monthly basis. This training, together with ongoing training to prevent underage sales (Challenge 25) should be recorded in a written format and be available to an authorised officer upon demand.
10. When the premises are unoccupied it shall be left secured correctly and a security alarm activated.
11. All sales of alcohol shall be taken by credit or debit card only at the point of order and prior to delivery or dispatch to the customers address.

Promote Public Safety -

1. Members of the Public will not be routinely allowed access to the Licensed Premises.

The Protection of Children from Harm –

1. Sales of Alcohol shall only be by debit or credit card to adults over 18. All orders will be confirmed with a return telephone call to the customer before goods are dispatched from the store.

2. Any person selling or supplying alcoholic drink under the authority of a personal licence holder must ask for a photo ID proof of age where they have reason to believe that the individual may be less than 25 years of age.
3. A refusal log will be accurately maintained on every refusal made in relation to the attempted purchase of alcohol by a juvenile or intoxicated person.
4. Alcohol deliveries will only be handed over to the customer who placed the order and upon satisfaction that that person is over 18 years of age. Alcohol will not be delivered or handed over, under any circumstances, to persons who are believed or suspected to be drunk or under 18 years of age.

These Operating Conditions are deemed necessary and fair in assisting the Premises License Holder maintain his obligations in upholding and proactively promoting the licensing objectives and ensuring the safety of staff and customers and the security and integrity of the business premises.

Kind regards

Grahame Robinson
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