

LICENSING ACT 2003 SUB-COMMITTEE HEARING

ADDITIONAL INFORMATION (APPLICATION REF NO. CYC-061548)

Further to the Notice of the Licensing Hearing to be held on Thursday 30 August 2018 (the "Hearing") in respect of the application by Crooked Brewing Limited (the "Applicant") for a Premises Licence for Unit 3 of Greenside House, Acomb Green (the "Premises"), please find set out below additional information for consideration by the Sub-Committee as to how the Applicant will address the concerns expressed in the Representation dated 26th July 2018 (the "Representation") and for inclusion in the agenda for the Hearing.

The concerns raised are as follows:

1. *A concern of reduced trade for existing establishments (points 1 - 8)*

In this regard we believe that it is important to note that:

- Our intention is to deliberately sell brands that are not available in the local area, we consider this to be our unique selling point and central to our business, as such we see our business as complimentary to the existing establishments;
- As a community focused bar we would hope to contribute to creating a vibrant social meeting place for the residents of Acomb that increases trade for all the business in the area; and
- The above points would appear to be supported by the fact that:
 - There have been no objections to the Application from the establishments listed in the Representation; and
 - The proposal would appear to have the support of the Acomb Residents as evidenced by posts on Acomb Collective Facebook page.

2. *A concern that the licensed premises would infringe on the family/children area associated with Acomb Green (point 9)*

It is important to distinguish between the area's that customers are entitled to consume alcohol and those that they are not.

The purpose of the Premises Licence is specifically to ensure that alcohol is consumed in designated areas in a responsible and supervised manner.

As a licenced establishment we would have a responsibility to ensure that this is adhered to and in this regard key policies that we will implement are as follows:

- All alcohol that is open (on licence) is to be consumed on the Premises within the area designated by the Premises Licence;
- Any alcohol that is to be removed from the Premises (off licence) shall only be allowed to leave the Premises if it is in a sealed container;
- The chain link fence surrounding the terrace provides a clear boundary where alcohol can be consumed and where it cannot;
- Staff will be made aware of our responsibilities in this regard and ensure that alcohol is only consumed within the designated area;

- Any customers infringing on the area's outside of the designed area will be asked to cease such activities, failing which where appropriate the respective authorities will be notified;
- Our adherence to these procedures will be monitored by 24hr CCTV covering both the outside terrace and inside of the Premises and a log kept of any incidents.

Furthermore, it is important to note that we will be specifically targeting an adult market, as such the nature of our business should have no obvious appeal to an underage market, in support of this approach:

- We will not stock brands that appeal to a teenage market (such as Alcopops); and
- We will not support any irresponsible drinking promotions that might appeal to underage drinkers.

3. *A concern that an additional licensed premise will give rise to drunken behaviour/alcohol related incidents in the area (points 10 and 12)*

It is important to note that if the police or local authority are satisfied on reasonable grounds that:

- Our Premises has resulted or is likely to result in nuisance to members of the public; and/or
- That there has been or is likely to be disorder near the Premises which is associated with the Premises;

That a Closure Notice can be issued for the Premises, as such we have a vested interest in ensuring that we do not in any way contribute or promote such behaviour.

To this end key policies that we intend to implement are as follows:

- We will promote responsible drinking:
 - Our target market are mature customers 25 years old and over;
 - Our product, craft beer, is expensive relative to other beers and as such not a natural choice for excessive drinking;
 - The environment we will promote is one of a balanced social mix and not excessive drinking;
 - Our operating hours (trading ceasing at 11:30 with closure at 12:00) do not lend themselves late night/excessive drinking; and
 - Our location in a residential area does not lend itself to late night/excessive drinking;
- We will not sell alcohol to someone who is drunk;
- We will not allow persons who are drunken or disorderly to enter the Premises;
- 24hr CCTV will monitor our own Premises for such behaviour and ensure that we in no way contribute to such behaviour and a log will be kept of any incidents; and
- We intend to participate in community safe initiatives to prevent such behaviour, including:
 - Where appropriate reporting any such behaviour to the local authorities;
 - Liaising with the neighbourhood watch in motoring the area and reporting incidents; and
 - Participating in pub watch schemes.

Furthermore:

- We don't believe that an additional licensed premise will significantly increase availability of alcohol in the area or people who wish to consume alcohol in Acomb Green;
- It is significantly more likely that someone who is drinking alcohol in Acomb Green would have purchased the said alcohol from a nearby supermarket or off licence whose unique selling point is "bargain" rather than from one of the establishments surrounding Acomb Green; and
- As a local community bar, the clientele is likely to be from the community, and as such on the basis that they are known and socially accountable, are less likely to be disorderly in their own neighbourhood.

4. *A concern over disturbances from late night closing times (point 11)*

Given the location of Premises in a residential area this is a key concern and one which should be addressed by the following policies:

- Noise from the Premises
 - Our operating hours are consistent with adjacent business as such there should be no additional noise from after hours trading;
 - All trade related activities such as deliveries, moving bins etc are to be conducted during normal business hours;
 - Staff when closing up are to be instructed to do so quietly and in and in a manner that is respectful to local residents; and
 - Any music or other entertainment provided at the Premises is to be undertaken in a manner that is respectful to local residents;
- Noise from customers
 - Our operating hours are such that trading shall cease at 11:30 with the Premises closing at 12:00, allowing time for customers to finish their drinks and leave the Premises in a quiet and orderly manner;
 - Staff shall be instructed to ensure that customers leave the Premises in a quiet and orderly manner, and if such behaviour is creating a disturbance to ask the customers to be respectful of local residents;
 - Where noisy or anti-social behaviour persists, the staff where appropriate shall alert the local authorities and/or community support groups of any issues.
- Traffic

It is not anticipated that the licence shall give rise to a significant increase in after hours traffic:

- As a residential bar it is anticipated that customers will either walk to the Premises or catch public transport; and
- Drinking and driving is to be strongly discouraged.

In conclusion:

- Our business will encourage social responsibility in all aspects of its operation, this will include requesting customers respect the local community (of which they will be part); and
- The example we hope to set is that alcohol can be enjoyed responsibly and as part of a healthy social life, without any associated anti-social behaviour.