



NORFOLK

CONSTABULARY

Our Priority is You

Mr Ian Streeter
Licensing Manager
Norwich City Council
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Norwich

26th September 2014

Dear Sir

The Licensing Team
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Letter of Representation – MC UK Alcohol Ltd

I can confirm that Police have received a copy of the premises licence application for Big Box Self Storage, Vulcan Road Norwich.

The purpose of this application is to allow for the sale of alcohol on Fridays 2300hrs until 10am on Saturdays and then 2300 hrs on Saturday nights until 10am Sunday morning.

Firstly there is a concern that the application does not specify the unit number of the address at the Big Box Storage premises. This unit number will need to be specified as soon as possible.

The intention of this licence is for the applicant to operate a late night alcohol delivery service so that customers can consume alcohol at their residential addresses. There is a concern that these operations can contribute to anti-social behaviour within neighbourhoods and those who would have ceased drinking alcohol then have the opportunity to continue drinking further potentially causing an increase to crime and disorder.

There is a concern with the hours requested for the sale of alcohol therefore in order to reduce the risk of crime and disorder, the Police request that there is a restriction so that all alcohol sales cease at 0400 hrs. It is felt that after this time, this could cause a significant impact. Police analytical material shows that crime increases after 0300 hrs.

I have been informed that the applicant requires the facility to offer alcohol throughout the night to support business plan however by allowing this would undermine all the licensing objectives in addition to increasing public nuisance and risking the health of those consuming.

In addition to the potential for incidents of crime and disorder, the facility is allowing patrons to continue partying and drinking for longer when these would have previously ceased. This could also have a detrimental effect to residents with vehicles arriving to deliver the alcohol and from the patrons.

This request to restrict the hours until 0400 hrs reflects the availability of alcohol within the heart of the night time economy and in line with the proposed Early Morning Restriction Order.

The Police have no previous experience or history of the operator, therefore we are unable to prove how well and responsible the business will be run. It is requested that the licensing committee grant the licence only until 0400 hrs as a maximum until evidence of the management and reassurance that no impact is caused can be given.

The applicant has included proposed conditions to be added to the premises licence such as refusing sales to drunks however these conditions are already within the Licensing Act 2003. The measures proposed are felt to be insufficient to safeguard the running of the business.

The Police request that the following conditions are added:

- **There shall be no sales of alcohol to persons visiting the premise**
- **The Premises licence Holder will nominate a manager to be located in Norwich who will be directly contactable and enable access to the premises during all operating hours with immediate effect of the business operating.**
- **The name, address, contact telephone numbers and verification of age of customer shall be taken at point of ordering prior to dispatching goods to the customers address**
- **Records of all sales made and refused sales shall be kept and made available to the Police and Licensing Authority on request.**
- **Each driver employed to deliver age restricted produces shall wear a body worn video camera. All transactions and deliveries involving age restricted products shall be recorded both in sound and on video at the point of delivery. All recorded footage shall be retained for at least 31 days and made available to Police or Licensing Authority on request.**
- **Cash obtained from sales shall be immediately transferred into a safe within the delivery vehicle. Once the total amount reaches a limit of £250 cash, the driver shall return to the premises and transfer the cash from the vehicle to a secure safe contained within the premises.**
- **No deliveries shall be left without a signature**
- **The Website will contain information to customers that orders can only be taken from patrons over 18 and proof of age requirements.**
- **Records of staff training will be kept on site and available to Police or Licensing Authority on request.**
- **Alcohol shall not be supplied to public places, an address must be provided.**
- **All obligatory requests made relating to the security of the premises within the Police Crime Reduction Officer Report are carried out prior to the company trading.**
- **CCTV to be installed at the premises and for recordings to be kept for a minimum of 28 days.**
- **Credible photographic proof of age evidence such as passport or driving licence will be requested for the recipient for anyone who appears to be under the age of 25.**

With the amendment of hours for the sale of alcohol until 0400 hrs and the conditions proposed to be attached to the premises licence, the Police will have no objections.

Yours faithfully,

Michelle Bartram
Licensing Officer