



**NORWICH**  
City Council

## NOTICE OF DETERMINATION

Date of Hearing: 24 January 2011

Licence Type: Application for Premises Licence

Name of Applicant: 100 Degrees North Limited

Postal Address of Premises: 8 Redwell Street Norwich NR2 4SN

Licensing Sub-Committee: **Councillors** Driver (Chair) Banham & George

Determination-; The Committee heard the application for a premises licence at the above premises. There were no objections from any of the responsible Authorities, the police stating they would have objected to the premises being used as a bar but representations have been made by interested parties. The objections related to the application for on and off sales and the proposed opening hours due to the close proximity of the interested party's residences.

The applicant, represented by Bruce Faulkner of Rogers & Norton, wished to stock and sell high quality wines and organic beer, with the wine being sampled, for a fee, on the premises via an Ecomachine, a device which keeps opened wine in good condition for some time. This would be paid for in advance and customers would be given a pre-paid card to use in the machines which would be self service. There would be a number of these machines but they would be in the visual field of staff. It was estimated that no more than 20 patrons would be in the premises at any one time. The applicant offered at the hearing to limit sampling on the premises to the wine which would only be served via the machines and not through free pouring, optic or draught measures. The applicant did not specify the size of the glasses to be used but stated they would be ISO approved ones. The applicant did not deal with prevention of crime and disorder in his presentation, or how patrons using the self serve machines would be monitored (for example to prevent intoxication) and did not properly address the prevention of children from harm except to state that patrons who looked less than 18 would be asked for credible proof of age.

The applicant also wished to host "wine tasting tutorial" evenings with guest speakers and a fee paid by patrons.

The Committee's Decision:

**The committee rejected the whole of the application.**

The Committee's reasons:

The Committee took into account the objections voiced by interested parties and the applicants response. The committee felt that the applicant had not presented them with sufficient information at that time upon which to make an informed decision, in particular the applicant appeared to have given little thought to the management and control of patrons consuming alcohol on the premises, staff training, security such as CCTV and the promotion of all four of the licensing objectives.

Right of a Party to appeal against the determination of the Authority.

For your information, applicants and any party who made a relevant objection, or submitted an objection notice, who is aggrieved by the decision, or the imposition of any term, condition or restriction, have a right of appeal to the Magistrates Court within 21 days of the date on which they are notified of the decision.

**Dated this 24 January 2011**