

APPENDIX A

Section 18 of 21

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

Thorough staff training, review of policies at least annually, staff manual, thorough induction, of staff, checks to ensure policy compliance, monthly staff meeting to ensure compliance, staff training reviews, Management daily checklists to ensure all 4 objectives met.

b) The prevention of crime and disorder

Staff training- We will regularly train staff on checking id and to operate a check 25 policy.

All occurrences of crime and disorder will be reported to the police and a record filed for our own records.

There is CCTV installed to deter thieves/other crimes to take place.

All staff will be on alert to any threats to customers/other staff members.

The premise is open plan, small, and well lit throughout.

Any lost property on the premise will be recorded and locked in a safe space.

Signs notifying people of CCTV to warn thieves off.

Staff will be trained to be vigilant to look for illicit drug use and dealing, regular management patrols and CCTV.

We have a zero tolerance policy on drugs. If drugs are found on premises, a staff member would give them to management who would remove them from circulation and inform the police.

In the event something is stolen on our property we offer support to the victim and offer as much help as we can. We limit glass use as far as possible, (the majority of all sales will be ice cream served in paper recyclable cups). We also discourage glass being removed from the premises by only having one door and keeping the majority of glasses behind the bar.

We have registered taxi services numbers behind the bar in case a customer requests a taxi.

The majority of our sales will be scoops of ice cream. You would need to have a substantial amount of ice cream to get drunk on just the scoops. On normal circumstances people will

only be having one ice cream therefore limiting the chances of people getting drunk. Due to the fact that ice cream is a food it means it is harder to get drunk off the ice cream (compared to a regular cocktail) but still a possibility if overindulged.

We operate a challenge 25 policy at all times.

Thorough staff induction before working and prior to an event.

All staff are trained to recognise drunkenness and to respond appropriately according to our policy.

Fully trained staff will know what to do with customers who are in distress due to alcohol or drugs.

Staff are trained to offer free water/soft drink to anyone who looks like they have overindulged or worse for wear and is asking for alcohol. If they refuse they will be calmly pass the case over to a manager.

Staff are allowed to refuse to serve a customer who seems intoxicated.

We have a zero policy for any aggression shown towards our staff members by anyone under the influence of drugs and alcohol.

Management are trained to refuse entry to anyone who seems clearly worse for wear due to alcohol.

Tap water is available to everyone free of charge.

Our pricing structure will discourage binge drinking

Non alcoholic ice creams and other soft drinks available to once again offer an alternative option to alcoholic ice creams.

Our core business is ice cream and we see our offering as more as a dessert bar, offering sundaes etc rather than a 'bar' where people come to drink.

We will operate from 12 to 10pm weekdays and 12 to 11pm friday and saturday. Offering alcoholic and non alcoholic hot chocolates, sundaes and our boozy ice cream throughout these hours.

We offer an effective queuing system, clearly signed to deal with the busier summer months.

All staff to be checked for right to work in the UK and compliant with current legislation.

Prior to customer entry, our customers will be aware of our policies which will be on our website.

c) Public safety

Risk of fire is very low and the exits are sufficient for speedy exit.

Premises is open plan, apart from a separate kitchen. Smoke and heat detectors installed in kitchen area.

Fire extinguishers on site and fire training provided for all staff.

Building structurally safe and on ground floor.

Fire exit from kitchen area and one clear exit for customers.

Free drinking water for all customers and staff.

At all times a qualified first aider will be present on site and a fully stocked first aid kit available.

All staff will be fire marshals and will receive emergency fire evacuation training on a weekly basis.

Managers will check before every shift for any hazardous materials (broken furniture, trip hazards etc.) Any broken furniture will be removed/repaired.

Any customers in distress will be given appropriate treatment by first aiders or in an event of an emergency call 999.

Current up to date certification on all electrical appliances, fire alarm systems, gas, boilers, first aid kits etc.

d) The prevention of public nuisance

All waste will be collected daily and recycled by our contracted supplier.

All waste is stored in sealed containers and collected 7 days a week.

Any cooking odours (which are very limited) will be kept in the kitchen and confined by adequate ventilation.

Noise is kept to minimum, with no live music and only background music played quietly. I must stress this is not going to be like standard bar and we see ourselves more as a dessert bar after a meal rather than a pub/party type area. Keeping noise pollution to a minimum.

50% of premise will be commercial kitchen and all we be made in only during working hours.

As a startup we are hoping to be open to 10pm most nights and 11pm in weekends however this all depends how busy we will be and we may reduce these hours to 9pm.

We have a ground floor premise and there is residential flats above. Once again we are planning to act as a dessert bar not a cocktail bar as such reducing noise pollution and only planning to be open to 10pm.

We plan to constantly monitor any queues we have in the summer months and provide bins outside for people to put their rubbish in, if they are just having takeaway ice cream.

We do not condone the use of illegal fly posting.

Staff will regularly be cleaning the entrance regularly and keeping an eye for litter outside and inside the premise.

No outside lighting from store.

e) The protection of children from harm

We will adopt the challenge 25 policy and photographic ID is required for all customer who appear to be underage.

Only accepting drivers license, passports and proof of age scheme card, which carry the PASS holographic logo.

Staff trained in underage policy.

We do recommend that under 18s do not come into the premises and have clear signage on the doors saying 18 plus only.

The shop is designed for individuals 18 plus and staff will be trained to deal with that appropriately.

Procedure in place for finding of lost and found children, however we do not expect any unaccompanied children in the premise.

CIZ supporting statement

To whom it may concern,

I have attempted below to address concerns about having my business in the cumulative impact zone and to add some further clarification of my business to reassure you that my alcoholic desserts would not add to any alcohol related problems within the area.

Aside from both alcohol and non-alcoholic ice cream sales, the shop would offer a variety of cakes, cookies as well as soft drinks, coffees and hot chocolates. The business would, therefore, be first and foremost a dessert business rather than a primary alcohol led business. Consequentially, alcohol- containing ice cream would only make up some 40% of sales.

The off sales list would specifically consist of coffees, ice cream tubs etc and which would be mostly sold to pedestrians passing by and for pedestrian shoppers to take home for their freezers. Deliveries, if required, would be made by bike, using either my tricycle (see images attached), which I currently use for markets and deliveries, or possibly the Deliveroo bike delivery service. This removes the need for delivery by vehicles (also, being eco-conscious, I am intending to travel to work by bicycle once in Brighton). In summary, apart from ingredient deliveries (which I buy in bulk), the business will not be adding to current road congestion problems. This should be a considerable improvement over the bike shop which was the previous business on the same site, which required truck deliveries of new bikes and frequent car transportation of purchased bikes as well as those for repair and servicing. I do very much understand a major concern would be about sales to under 18 by proxy. Given that ice cream needs to be consumed almost immediately, we plan to train our staff to look out for under 18's loitering near the shop which would alert them to the possibility of sales by proxy. It is noteworthy to state that I started this business 14 months ago and currently sell on-line, at markets and at events (private and public) and, to date, have not had any reports of issues regarding intoxication or improper consumption by under 18's. Strategically, this business will not work without being able to offer off sales but I do very much feel that with vigilance and proper staff training that the potential issues of sales by proxy can be overcome.

The proposed business would be a 100% ice cream business and in no way a "bar-type operation". I cannot stress enough that my business is primarily one of selling alcohol-containing desserts, akin to sherry trifle or tiramisu where the alcohol is there to improve taste, as opposed to selling "booze".

As regards to yet another alcohol establishment opening in Brighton, the proposed business in question is not a typical bar/pub and may actually reduce the alcohol problem in the city for the following reasons:

- The ice cream will have a low alcohol content
- Ice cream, and therefore the alcohol contained in it, is consumed at a much slower rate compared to standard liquid cocktail drinks
- Alcohol is absorbed at a much slower rate from an "ice cream meal" compared to an alcoholic drink
- Ice cream is more likely to produce a feeling of satiation reducing further alcoholic ice cream intake

I do appreciate that the alcoholic cocktail ice cream bar is a unique concept but feel that this is a way of letting people enjoy the tastes of cocktail infusions without the accompanying intoxication and I would like to think that this may go some way to reducing alcohol related problems in Brighton.

I do feel that my business would not have any cumulative impact on the area –As a non alcohol led licensable activity, it is most unlikely to create any problems in relation to street drinkers on benches or any anti social behaviour. In actual fact, alcohol within ice cream as a substitute for an alcoholic drink would be substantially less intoxicating and, in that way, may well have a positive impact on the area.

I understand that prior to the corona virus pandemic the cumulative impact area was considered to be saturated with a significant number of licensed premises concentrated in one area including 4 pubs on George Street. I understand that a number of these premises will now be permanently closed due to economic problems caused by the lockdown closures and that as an alternative to a late night drinking and entertainment venue, where the sole objective of the customers is frequently to become intoxicated, a license to a 'dessert' establishment may prove beneficial to issues in the area. In summary, whilst my ice cream is alcoholic, as this is its unique selling point, alcohol is not the primary activity and, therefore, I would hope to qualify as exceptional circumstances.

I am adding to the diversity of licensed premises and will attract a different range of customers with different attitudes to alcohol consumption and, therefore, I feel that my business has the potential for positively increasing the ambiance of the area. This, I hope will have a positive effect in reducing people's fear of crime and help to increase the number of evening visitors to the city centre. Due to my earlier closing hours than other licensed premises my customers will not be adding to any street violence or public disorder. My business experience to date has suggested that the ice cream attracts customers with a wide range of ages and gender and therefore I expect that my business will bring a wider age balance to the area.

I am a young entrepreneur starting on my first business venture and hope to be able to teach some local unemployed youths the artisan craft of ice cream making from the commercial kitchen within the establishment. I would like to be able to inspire other young people and to work with other local businesses, using local ingredients where possible, so as to add to the community of Brighton. I would be happy to regularly consult with and meet the requirements of an appropriate responsible authority if appropriate.

I hope this goes some way to allaying your concerns about the impact my business would have on the area and it is my intention to work hard to ensure that I can make a positive impact.

Thanks you for your time,

Tom



