

From: REDACTED TEXT

Sent: 07 September 2021 15:11

To: Jo Osborne <Jo.Osborne@brighton-hove.gov.uk>; brighton.licensing@sussex.pnn.police.uk;
Emma Grant <Emma.Grant@brighton-hove.gov.uk>

Cc: REDACTED TEXT

Subject: O'Donnell Moonshine - Temporary Premise License Application 5 Hanningtons Lane - Proposed Amendements and points of Exclusivity

Hello Claire/Jo/Emma,

Good to speak you all over the last couple of days regarding our temporary premise license application in 5 Hanningtons lane for an off-site consumption shop for O'Donnell Moonshine. Firstly, I wanted to apologise that I have not been as informed as I should have been about the particulars of the location of the unit. I really want to make this work and the scarce information in the application was by no means a sign of me not taking it seriously but rather a lack of expertise of premise license application completion.

I have now made up for this and read the SoLP for Brighthon & Hove and suggest the following amendments to our premise application to elevate some of the concerns regarding our application. Further, I have also put together a few points to highlight to you our uniqueness and why it would be great for Brighton to have our brand in for the Christmas period.

Proposed amendments to the temporary premise license application to cater better for the special requirements of the CIZ:

- Opening Hours:

In light of most alcohol related crimes taking place after 21h in the timeframe of our Pop-Up Shop according to the SoLP I propose to amend our operating & opening hours to 11:00h - 20:00h Monday - Saturday and 12:00 - 18:00h on Sundays to remove a potential cumulative impact of our shop.

- CCTV:

We will install a system of CCTV to be in line with the city wide standards for the prevention of crime & violence.

- Solely on-site purchases:

There will be **no alcohol delivery services** operated from this premises and its solely a 'purchase-in-store' concept.

- Alcohol Staff Training:

Training regarding alcohol licensing objectives & i.p. proxy sales will be provided in depth before staff start and to be refreshed every 6 weeks for the duration of the shop being open, and records be kept and made available upon request from local authorities.

- Voluntary restriction of high strength alcohol:

We limit our product range to **exclude our strongest ABV product** 'High High Proof' which has an ABV of 72%.

- Signage in store:

Signage will be installed at a visible place in the store outlining legal duties around alcohol sales and 'proxy sales'.

If you feel there are further conditions necessary I'm more than thankful for any further guidance here. I understand that there a hearing is now scheduled for 28.09.21, however it would be highly appreciated if there was a way to get agreement prior to the hearing it would be highly appreciated as our rental contract and therefore the associated costs starts on 15.09.2021. I fully appreciate this might not be possible but if there was a way it would help a small brand like ours tremendously to limit the financial impact of a trading loss of at least 2 weeks.

Further, I put together a few more detailed bullet points regarding our brand and why I believe that there will be no negative impact on the the city of Brighton by having us operating in a Pop-Up unit:

- We have **extensive experience with alcohol trade at busy events** (Large Christmas markets such as Manchester, York or Edinburgh and large events such as BBC Good Food shows etc.) with no issues regarding crime or violence at all. Our staff is trained well and we always operate a strict challenge25 policy with no underaged people allowed at the stalls/shop unless accompanied by their legal guardian.
- **The application is temporary** and will not last beyond 16.01.2022 which in our eyes will underline the character of it being a pop-up shop for Christmas shopping rather than to become a potential hotspot for people to seek a an opportunity to get intoxicated within the city centre of Brighton and potentially cause issues to the wider community.
- O'Donnell Moonshine is the **only UK based Moonshine company** providing its customers with a historic & cool drink adapted to the 21st century and therefore adding a complete new facet to the UK drinks market. Brighton has been chosen as the first location for a pop-up shop outside of Manchester due to the vibrant and open minded society with a very cool setting of the Lanes.
- We provide a **unique taste experience** paired with a **unique packaging** which is designed for 'at home consumption' or 'as the perfect Christmas gift' and therefore **adds to the attraction of Brighton City Centre** as shopping location in the lead up to Christmas.
- We have a product range of 8 flavoured Moonshine liqueurs (20-25% ABV) and 1 clear Moonshine (50% ABV) Spirits bottled in traditional 700ml traditional Mason Jars catering for all different tastes. Our products sit in the **premium price segment** starting from £21.90 (for 4x 50ml) and ranging all the way to £119 which makes the drink an enjoyment and a treat.
- The wide opening of our traditional Mason Jars makes an **easy consumption difficult** without our own designed pouring lid. This will also be sold at £2.90 a piece further increasing the price for a normal drinking experience to almost £30 per jar.
- We take a lot of pride in producing a **sustainable product** (as little plastic as possible by using card board boxes and bags, reusable glass jars & recyclable taster shot cups).

Thank you all for taking the time speaking to me and giving me some guidance on how this could be resolved. Please do not hesitate to contact me with your questions or comments. I'm more than happy to chat further should there be aspects not considered from our end. I would appreciate some

feedback on the above (email or phone whatever is easiest). I trust that email format is sufficient if you require me to put this in a different form or format please let me know.

@Claire: as discussed it would be great to get some guidance as to what CCTV system would be considered acceptable for the local police authorities.

Best regards,

REDACTED TEXT

Managing Director
O'Donnell Moonshine Ltd.

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