

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.

Our artisan food retail store, cafe, and on-line store will comply with, maintain, respect and adhere to strict internal operating standards to promote the four licensing objectives. In general the steps taken will be the adoption of Challenge 25 and regular training and refresher training following the training manual issued by Brighton and Hove Council for the Restricted Sales Training. Regular 8 week refresher internal Best Practice Manual to include an operating schedule to provide an acute awareness in order to promote the four licensing objectives, will be used. Training for all full-time and part-time staff will be integral and documented, with regular follow up licensing legislation training and reminder sessions and discussions to ensure the knowledge of all staff is up to date. Prominent Signage, setting out legal duties will be on the premises. The store will operate good practice measures to ensure receipt of the accreditation as a 'Responsible Retailer'. Our deli new store will be part of the Voluntary Sign Up and since opening just over one year ago we only offer a small range of some 6 small batch mostly locally produced craft beer and a couple of ciders and we do not and will not ever to sell cheap nasty alcohol and notwithstanding this type of alcohol would not be a part of the artisan deli fine foods concept. In fact quite the opposite; our Artisan Deli Market attracts a diverse range of customers whom very much seek out small producer fine food products, who have a sophisticated attitude to alcohol consumption. Our desirable fine-foodie concept I like to believe has contributed to improving a safe and pleasant shopping ambience in the street. We have maintained

appropriate staffing levels at all times. When required a limit on the number of persons in the shop at any one time for public safety is implemented; notwithstanding the implementation of the Covid 19 Safe Guidelines. The DPS spends a significant amount of time at the shop, and the second in charge will now look to gain a Gov.uk accredited Personal License qualification. Liaisons have already been requested and or have been made with the regulatory authorities for licensing. Already welcome guidance is being followed by the Environmental Health & Licensing authority. Communication with the Police Licensing Unit is underway to ensure guidance, engagement and support is achieved. Our deli has the installation of a sophisticated new at the time of opening a year ago a digital CCTV system approved by Sussex Police. Welcome email communication is underway with the Police Licensing Unit on measures required to ensure the premises will have no negative cumulative impact and the opportunity for the artisan deli to convey commitment to the measures and objectives. A fundamental objective of our artisan food shop, cafe and on-line store is to contribute and maintain an improvement to Duke Street. I believe our new store has added a positive cumulative impact to Duke Street being a luxury food and cafe and has helped to bring back what was once a happy, safe and in times past, an extremely pleasant tree-lined pedestrianized shopping street in a prime and vital link thoroughfare.

b) The prevention of crime and disorder

The steps to be taken to promote the prevention of crime and disorder will be the following:

1. Our artisan food store and cafe has welcomed engagement, guidance and any support offered from the police as the main source of advice on crime and disorder.
2. To assist in the prevention and deterrence of theft, disorder, nuisance, or anti-social behavior the presence of closed-circuit television digital (CCTV) cameras are installed to cover the inside of the premises. The system is fitted to the standard of UK police requirements for digital CCTV systems.
3. The designated premises supervisor will be responsible for the day to day management of the premises by the premises license holder, including the prevention of disorder.
4. Challenge 25 will be adopted. Prominent signage is displayed. Challenge 25 will be full-proof with regular training and requesting the correct forms of ID will be standard.
5. The premises license holder will be the employer; it will be encompassed into the Best Practice Measures and Operating Schedule to ensure that all staff appointed at the premises are competent and appropriately trained, including the prevention of nuisance and disorder.

6. The artisan food store will adopt the Age Restricted Sales Training offered by Brighton & Hove Council training manual.
7. The alcohol sold will be very much an ancillary category of product; taking up no more than approximately 15% of display space. The sale of alcohol will not be a primary activity. The retail of artisan food products will very much dominate sales and display area by approximately 85% of retail sales space.
8. The alcohol display area will be at the rear of the store covered by the CCTV.
9. A senior staff member fully trained and passionate about artisan wine & craft beer will cover the ancillary display of high quality artisan wine & beer products; willing and ready to engage with the customers to share knowledge and able to provide recommendations to the discerning customer.
10. The business will adopt the voluntary sign up not to sell cheap super-strength beers/ciders.
11. The artisan food store is considering the benefits of becoming a member of the Brighton Business Crime Reduction Partnership.
12. The ancillary sales of bottled wine & beer products will be of an exceptional quality and supplied by only artisan wine & beer producers and therefore appeal to customers with a sophisticated attitude to alcohol consumption.
13. Signage - Strong, clear, prominent.
14. Given the steps to be taken will consistently demonstrate a compliant and competent respect to promote the prevention of crime and disorder and therefore it is wholly believed there will be absolutely no negative impact on the surrounding area.

c) Public safety

The steps that will be taken to promote Public Safety are as follows:

1. Fire Safety – ensuring all legal fire & safety requirements are adhered to, keeping fire extinguishers maintained and engaging with the local fire & safety and adopting any extra advice.
2. Full engagement with EHL Health & Safety & Licensing Brighton & Hove City Council (already underway), to ensure all legal obligations and responsibilities are fully complied with.
2. Keeping the frontage of the artisan food store clear and free at all times and ensuring appropriate access for emergency services such as an ambulance.
3. Communication initiatives with the local authorities and signing up for the reporting of local incident alerts.
4. Keeping a first aid kit and basic first aid training included in the Best Practice Measures – training.
5. Accredited training for all staff of Food Safety & Hygiene to include Level 3 for senior staff.
6. Maintaining exemplary health & hygiene standards to secure the award of 5 stars by Food Hygiene Rating Scheme.
7. Ensuring appropriate and frequent waste disposal.
8. Ensuring appropriate limits on the maximum capacity of the premises, and following Covid-19 Safe Guidelines.
9. The use of CCTV in and around the premises, to assist with the promoting the Crime & Disorder objective.
10. No alcohol would be sold to any person who appeared to be drunk.
11. Signage - Strong, clear, prominent.

d) The prevention of public nuisance

As a long-time existing retail business owner in Duke Street the addition of our artisan food store, cafe and on-line store has tried to be an active supporter to promote and pressure Brighton Hove City Council to improve the shopping, entertaining and general appeal of the city and specifically Duke Street, to include keeping the street litter and debris free. Steps taken to promote the objective of public nuisance will be issues that mainly concern noise nuisance, light pollution, noxious smells and litter.

1. Responsibility for commercial removal of waste and not produce litter.
2. The store and cafe is a quiet shopping and relaxing cafe experience and therefore has not posed any noise disturbance; the store will open at 08:00 am weekdays, 8.00 Saturday, 9:00 Sunday and close latest 22:00
3. There will only be internal lighting and therefore not pose any light pollution.
4. No smells have been created by the limited amount of ancillary internal creation of hot sandwiches which are extracted by an internal extractor.

e) The protection of children from harm

The steps taken to achieve the objective of The protection of children from harm will be:

1. Adopt Challenge 25
2. Clearly no alcohol would be sold to anyone under 18
3. A refusals system including a log book
4. Awareness and alertness and to include training on Proxy Sales
5. The only alcohol on the premises and for sale will be an ancillary category comprising of sealed unopened bottles of artisan wine and beer.
6. Signage - Good, clear signage of legal obligations.
7. Good caring citizen behavior by all staff will prevail.
8. Good old fashioned common sense will prevail at all times.