

## **Appendix A**

### **M**

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

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

WE WILL ENSURE THAT NO ONE UNDER THE LEGAL AGE OF DRINKING WILL BE ABLE TO PURCHASE BEER. CUSTOMERS WILL HAVE TO VERIFY WITH ID THAT THEY ARE 18 OR ABOVE AND WE WILL OPERATE A CHALLENGE 25 POLICY.

CUSTOMERS WILL BE RAPIDLY DISPERSED POST PURCHASE.

**b) The prevention of crime and disorder**

WE WILL OPERATE IN PARTNERSHIP WITH THE SEAFRONT OFFICE AND POLICE IN THE AREA. WE ARE ONLY INTENDING TO SELL OFF-SALES SO CUSTOMERS WILL BE RAPIDLY LEAVING THE PREMISES AFTER PURCHASE.

WE ARE NOT LOOKING TO OPERATE LATE IN THE EVENING. OUR TRADING HOURS WILL VARY SEASONALLY, BUT BE BASED LARGELY UPON DAY LIGHT. WE WOULD INTEND TO ONLY BE OPEN UNTIL 5PM FOR AUTUMN/WINTER AND THEN A SLIGHTLY LATER CLOSE DURING SUMMER, BUT THIS WOULD BE WHILE IT IS STILL LIGHT AND WE WOULD BE CLOSED BY 7PM – 8PM IN THE SUMMER MONTHS. WE WILL NOT BE OPEN LATE.

**c) Public safety**

WE WILL ABIDE BY ALL EXISTING HEALTH AND SAFETY/FIRE SAFETY ETC REQUIREMENTS AND SEAFRONT POLICY/REQUIREMENTS.

NOTHING WILL BE SOLD IN OPEN CONTAINERS AND WE WILL ONLY BE SELLING CANS SO THERE WILL BE NO GLASS BOTTLES.

**d) The prevention of public nuisance**

IN ADDITION TO FOLLOWING LICENSING LAWS AROUND THE SERVING OF ALCOHOL, THERE WILL BE NO LATE NIGHT ACTIVITIES ON SITE.

WE OPERATE 3 VENUES IN BRIGHTON (BRIGHTON BIERHAUS, HAUS ON THE HILL, BRIGHTON BIER TAPROOM), ARE EXPERIENCED OPERATORS AND HAVE NEVER HAD ANY ISSUES.

BEER WILL BE EXPENSIVE. AT C.£3.50 FOR A 330ML CAN OF 4.0% PALE ALE IT IS A PREMIUM PURCHASE. WE ARE NOT SELLING 5X 500ML FOR £5 LIKE OFF LICENSES. THIS IS A PREMIUM CRAFT BEER PURCHASE AND AS A RESULT ATTRACTS A DIFFERENT CUSTOMER AND IS A MORE CONSIDERED PURCHASE.

SOME WILL BUY TO TAKEAWAY, BUT A LOT WILL BE FOCUSED ON GIFT PURCHASES AND WE WILL ALSO ENABLE CUSTOMERS TO ORDER FROM THE ARCHES SHOP VIA AN IPAD FOR HOME DELIVERY.

e) The protection of children from harm

WE WILL ENSURE THAT NO ONE UNDER THE LEGAL AGE OF DRINKING WILL BE ABLE TO PURCHASE BEER. CUSTOMERS WILL HAVE TO VERIFY WITH ID THAT THEY ARE 18 OR ABOVE THROUGH ENFORCEMENT OF THE "CHALLENGE 25" POLICY. WE WILL MAKE SURE ALL STAFF UNDERSTAND AND ARE TRAINED ON THIS POLICY, AND OTHER HSE REQUIREMENTS.

Checklist:

Please tick to indicate agreement