

# GOSIP.

## SUMMARY

GoSip is a premium drinks delivery service for Brighton and Hove. We aim to fill a gap in the market by providing high quality wines, beers, spirits and pre-mixed cocktails delivered to our customers doors in 30 minutes or less, with a key focus on Sussex wines and Beers.

## WHY GOSIP?

Sussex has a wealth of high quality, award winning wines, and locally brewed beers. GoSip aims to celebrate our fantastic local produce, by curating the best of the local area for our menu. You will find a range Sussex reds, whites, rosés and sparklings, alongside a fantastic selection of beers from the Sussex area, as well as a weekly changing guest brewery, where we will explore the eclectic mix of small and micro-breweries that Brighton and the surrounding areas offer. GoSip will champion these products across our social media channels, bringing well deserved attention to these wonderful drinks that us Ryers should be proud of.

On demand delivery is a rapidly growing and thriving business model, and reflect consumers desire to have convenience at the tap of button. This is not a service aimed at the clubbing crowd looking to carry on the party, it is squarely aimed at households and groups who would prefer to stay in and avoid the crowds, but still have a good time.

## WHAT MAKES US DIFFERENT?

Although Brighton and Hove already has 24hour and late night delivery options. Every one of these services only offer cheap beers, with astounding mark ups, and sulphite rich, cash and carry wines. Make no mistake, Brighton and Hove residents have an appetite for more premium products, why should these residents be left by the way side, and have no option for drinks delivery?

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## **DELIVERY**

GoSip will only ever use its own drivers for delivery and never a third party. This is to ensure the absolute highest quality of delivery, and most importantly ensure that every delivery is age verified. Deliveries will be made only by the Founder, Elliott, and GoSip's highly trained delivery staff. Deliveries will only ever be made via Smart Car, Electric Car or Electric Bike. This is to address any noise concerns, as well as ensuring that we send a strong message to our customers and to Brighton as a whole that the environment matters.

## **AGE VERIFICATION AT THE HEART OF WHAT WE DO**

Although at launch, GoSip will utilise 3rd party platforms to host its menu and take orders, as the business grows we will launch our own app. Our age verification checks will look to go above and beyond what any other competitor is offering. We will employ the same technology as used on gambling sites and apps to ensure that anyone under the age of 18 will not be able to place orders.

GoSip aims to deliver the absolute gold standard in age verification on delivery. We will go above and beyond what the 3rd party delivery companies offer.

## **JOB CREATION**

As GoSip expands, we aim to offer extremely flexible job opportunities for residents in Brighton and Hove. Drivers / Riders will be paid on a per delivery basis, and will be able to choose when they work, how often they work, and how long they work. Unlike third party delivery companies, we will not penalise our staff for refusing a delivery for either lack of ID or intoxication. Refusal to deliver is still a delivery that our team member will be paid for.

Drivers and Riders will not have to provide their own work vehicle, they will be able to use the company vehicles to make deliveries. This makes it much easier for flexible working for our staff, and aims to encourage people who would not otherwise be able to work as delivery staff due to a lack of vehicle, be able to work and earn.

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## OPENING HOURS

We live in a 24-hour world. Our original business plan reflected this.

However, after meeting with Sussex Police and Brighton & Hove council officers we are now proposing to operate until 11pm Sunday - Wednesday, and 2am Thursday - Saturday.

We feel the request for the 2am license on the 3 days is justified due to a high customer demand through until those hours.

## CONDITIONS

Following careful thought, we are proposing amending the original operating schedule to include the following:

## AGREED WITH EH OFFICER

- All deliveries will be carried out in one 0.7L Smart Car, electric car or on Electric bikes only. No other vehicles including mopeds will be used for deliveries from the premises.
- Signage will be displayed asking staff to respect the residents right to peace and quiet and to leave the area quietly
- Staff will not congregate outside the premises but will remain indoors in the waiting area while they are waiting to collect the products to be delivered.

## ADDITIONAL CONDITIONS PROPOSED FOLLOWING MEETING WITH POLICE AND LICENSING OFFICERS

- Products offered for sale will be predominantly (at least 66% by product range) local beers and wines. Spirits/ cocktails will utilise high-end branded spirits only.
- Alcohol will only be delivered to residential and business addresses. The recipient will be required to show the requisite ID to ensure that they are clearly a resident or employed at the named delivery address. Alcohol will not be delivered to customers at a park, in an open space, the beach, a bus stop etc.
- Delivery riders must be instructed to abort delivery where that sale is believed to be a "street sale" or to an open space. All such instances will be recorded in the refusals/incidents log

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## **ADDITIONAL CONDITIONS PROPOSED FOLLOWING MEETING WITH POLICE AND LICENSING OFFICERS (CONTINUED)**

- Deliveries will be made by employees of the premises licence holder only. No third-party delivery companies will be engaged to make deliveries on behalf of the premises licence holder.
- There will be no collection facilities available from the premises.
- Prior to placing an order, the customer will be required to enter their date of birth as part of the purchase order. Anyone under 25 will be informed that they will need to provide ID at the time of delivery.
- Delivery will only be made to the person placing the order. Should the person accepting delivery look under 25, ID will be required prior to the delivery being made. Should no ID be provided, the delivery will not be completed and the customer will be fully refunded. The terms of this condition will be notified to the customer prior to any order payment being accepted and the customer will be required to acknowledge that they understand this term of delivery.
- No delivery will be made to a person who is deemed by the delivery person to be intoxicated. Should a person be deemed intoxicated, the delivery will not be completed and the customer will be fully refunded. The terms of this condition will be notified to the customer prior to any order payment being accepted and the customer will be required to acknowledge that they understand this term of delivery.

## **REMOVE THE FOLLOWING CONDITIONS FROM THE ORIGINAL APPLICATION**

- Deliveries will be made by using age verification and signed for upon delivery.
- For deliveries where the alcohol is delivered by a third party, the alcohol is concealed in a secure sealed package, and the DPS has no direct supervision or control over the delivery (such as an independent courier or Royal Mail), there cannot be an age verification challenge on delivery, but the above conditions will be followed.
- For deliveries made directly by the DPS or their employees, staff or agent or persons instructed by the DPS/PLH, the person accepting the delivery must be aged 18 years or over. Where the person accepting delivery appears to be under 25, a recognised photographic ID must be produced prior to delivery. No ID, no delivery.