

Appendix A

M Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 11)

We have agreed extensive steps with the Police and Licensing to address the licensing objectives. We are aware that the proposed variation will raise some questions and would seek to address them as follows, in addition to maintaining the original conditions of the license:

Change to allow onsales as a general offering and change in product offering.

- We believe that conditions, stringent training, experienced staff and security provisions already in place under the license will enable us to manage the expansion of the license to cover on-sales.
- The product-mix will attract a very specific customer demographic and one that is typically underrepresented on the seafront. This customer base are attracted to the specialist product mix, are prepared to pay premium prices and are not the type to drink to excess and cause problems.
- We believe our experience as successful hospitality operators in the city will enable us to manage this all safely and ensure we meet the four licensing objectives.
- Customer will not be able to take glass away and there will be nothing on sales in glass bottles that enables takeaway.
- We will clearly advertise and encourage smaller measures, whilst not preventing pints, but often in a craft beer setting 2/3s are a popular choice and even 1/3 and ½ as people like to try new beers. There will be no large marco brands for sale only premium specialist craft and artisanal products.
- Most beer products will remain 6% ABV or less, if on occasion there is something a little stronger (still likely to be under 7%) then this will not be available in pints.
- CCTV covers both inside and outside, and the outside space will be enclosed using barriers to create a distinct manageable area that will prevent random access.
- The no vertical drinking condition that we have voluntarily suggested will prevent gathering and ensure customers are always seated. We will also have an ordering app to encourage customers to order from their seats without needing to come to the bar for service.
- Staff will be experienced and understand how to ensure *The lawful selling of age restricted products *Refusing the sale of alcohol to a person who is drunk *Refusing the sale of alcohol for consumption off the premises to people who may have alcohol dependency issues. We do this currently in all our premises successfully.
- As a space we will not attract people who want to bring cheap drinks to the beach and drink to excess.

b) The prevention of crime and disorder

While we are expanding the offer, the introduction of a wider can beer range has already been agreed with both Council and Police Licensing in conversations in autumn 2022, which we have not yet implemented due to the location being closed.

We are extremely confident that the expanded offer will not attract individuals who could lead to crime and disorder. We had no issues in summer 2022 when trading with the outside temporary space and are confident we will have no issues given the specialist product mix and style of the venue.

We also believe that a busy business in these arches will benefit the surrounding businesses and area and the more people we can bring in to the space will benefit other businesses and help to move away some of the people causing issues in the area due to its increased footfall.

c) Public safety

We believe the existing conditions and approach will ensure we uphold public safety.

d) The prevention of public nuisance

While we are looking to make changes to the conditions, we believe the existing conditions and what we have included in section (a) above will ensure we prevent public nuisance and that the customer base we will attract who are typically under-represented on the seafront are not the going to cause nuisance given our experience serving them last summer and in specialist venues we and some others operate.

e) The protection of children from harm

We believe the existing conditions will maintain and uphold this.