

## Appendix A

### Section 16 of 18

#### 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.

The Applicants shall continue to operate their business in a responsible manner at all times, uphold the Licensing Objectives and prevent any increase in negative cumulative impact in the City Centre Cumulative Impact Zone.

#### CIZ Statement

The Applicant Company fully understands that its premises are located in the City's cumulative impact zone, what that means and the measures required to prevent any increase in negative cumulative impact in the vicinity or wider cumulative impact zone. Wine Barrel is a high-end wine merchants which has been retailing alcohol by way of off sales at its current address in Western Road since 1990. The current owners who took over the business and became the operators in 2022, including the former manager, have continued to develop the business as a specialist quality wine merchant. There is no application to increase the existing permitted hours for the sale of alcohol and the permitted opening hours remain unlimited. Additional conditions have been proposed to ensure that the Licensing Objectives are fully promoted including that on sales shall end at 22.00 daily.

The main requests of the variation application are to add on sales of alcohol and change the layout of the premises to provide limited seating inside the premises and at tables and chairs outside for a maximum of twenty (20) covers. Wine Barrel retails a wide range of organic, biodynamic, low sulphur, orange, vegan and other individual wines together with possibly the widest range of niche craft beers in the City and specialist spirits. The business supports local wineries, brewers and distillers in sourcing its range of products. The staff are highly trained, have appropriate qualifications relating to the products they retail, are passionate about their products and business and their focus is on educating customers to make the right choice in their purchases. The Applicant Company are applying for the variation to add the on sales of alcohol to permit wine tasting and similar events, sampling of their wide range of wines, beers and spirits before purchase and to allow customers to relax and enjoy a drink before making a choice to buy them to take home. A food offering of charcuterie will be available. As responsible operators Wine Barrel will only permit responsible consumption in a relaxed atmosphere to a small number of customers. Their range of products and pricing structure will discourage the irresponsible consumption of alcohol which will help prevent any increase in negative cumulative impact in the CIZ. The Applicant submits that taking everything into account that the variation application can be regarded as an exception to the CIZ and

be granted.

b) The prevention of crime and disorder

The following additional conditions are offered:

- 1) On sales of alcohol shall cease at 22.00 daily.
- 2) No open bottles, cans or glasses of alcohol shall be removed from the premises or outside tables and chairs at any time.
- 3) Appropriate signage shall be displayed advising customers to respect nearby residents, keep noise levels down if sitting at the outside tables and chairs, to leave the premises quietly and quickly and that no glasses or open cans or bottles shall be removed from the premises or outside tables and chairs at any time.

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All other existing conditions shall remain in force.

c) Public safety

All other existing conditions shall remain in force.

d) The prevention of public nuisance

1) The outside tables and chairs shall be closed to the public at 22.00 daily and rendered unusable, and they shall be taken inside at closing time.  
All other existing conditions shall remain in force.

e) The protection of children from harm

1) No unaccompanied children or young persons under 18 shall be permitted to enter or be on the premises at any time.  
2) No children or young person under 18 shall be permitted to enter or be on the premises at any time from 20.00 until close.  
All other existing conditions shall remain in force.