

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.
We are mindful that Gloucester road lies within the council's special stress area. For this reason we have designed our application specifically to minimise impact. We will not sell any wine after 8pm, we will only sell wine, no spirits or beer, we will only promote to our clients. We are confident that our operation will not add to cumulative impact in the area.
b) The prevention of crime and disorder
We have CCTV in operation, Challenge 25, refusal logs and strict staff training
c) Public safety
Compliance with fire and safety regulations, first aid provisions and occupancy controls.
d) The prevention of public nuisance
Daytime and early evening only, signage requesting quiet departure, and careful control of waste and deliveries. We will only sell to clients. There will be no public signage indicating we sell wine.
e) The protection of children from harm
Challenge 25 policy and clear separation from alcohol and children services.

Additional information from the applicant

From: REDACTED

Sent: 07 November 2025 14:08

To: EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>

Cc: Brighton.Licensing <Brighton.Licensing@sussex.police.uk>; Emma Grant <Emma.Grant@brighton-hove.gov.uk>; EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>

Subject: Re: Shine Premises Licence Application

e: Response to Concerns Regarding Off-Sales Element – Premises Licence Application (Shine)

Hi

Thank you for reviewing our application for a new premises licence for Shine, located at [address]. We appreciate the time taken by both the Licensing Authority and the Police Licensing Officer to consider our proposal, and we write to address the concerns raised in relation to the off-sales aspect of the application.

Background and Intent

Shine is a premium hair and lifestyle salon with an average client spend of around £95 per appointment. Our environment is calm, professional, and adult-oriented. The off-sales element of our application is designed solely to complement this existing service — allowing clients or members of our proposed “Shine Wine Club” to purchase a small selection of curated wines to enjoy responsibly at home.

We would like to clarify that we are not seeking to operate as a retail off-licence or shop, nor to sell alcohol to the general public.

Addressing the Concerns

1. Restriction to Existing Clients and Members

- Off-sales will be made only to existing salon clients or registered members of the Shine Wine Club.
- No alcohol will be sold to walk-in customers or non-clients.
- Membership records and transaction logs will be maintained for full accountability.

2.

3. Nature of Products and Scale

- Only sealed bottles of wine will be offered for off-sale.
- No beer, spirits, or mixed drinks will be stocked or sold.
- Alcohol sales will remain a minor, ancillary aspect of the business, representing a very small proportion of turnover.

4.

5. Hours and Operation

- Off-sales will occur strictly within normal salon opening hours, which are daytime only.
- There will be no late-night (8pm latest) sales or external service.

6.

7. Training and Age Verification

- All staff involved in alcohol sales will complete responsible alcohol retail training and operate under a Challenge 25 policy.
- A refusals register will be maintained.
- ID verification procedures will be rigorously enforced.

8.

9. Security and Storage

- Alcohol stock will be kept in a locked cabinet or secure back-room area, not visible or accessible to the public.
- No external advertising, window displays, or signage for alcohol sales will be used.

10.

11. Public Safety and Nuisance

- As all sales are pre-arranged and restricted to existing clients, there is no risk of public nuisance, loitering, or disorder.
- The salon's calm and professional setting ensures all transactions take place in a safe, managed environment.

12.

Conclusion

We fully understand and respect the need to ensure that off-sales are tightly controlled and in line with the licensing objectives. We are confident that the above measures demonstrate Shine's commitment to responsible retailing, public safety, and good community relations.

Our proposal is designed not as a retail operation, but as a small-scale, member-based extension of the premium service already offered to Shine's valued clientele. We hope these assurances adequately address any remaining concerns regarding the off-sales element of our application.

We remain open to further dialogue and would be happy to accept any additional conditions the Licensing Authority or Police Licensing Officer consider appropriate.

Thank you for your time and consideration.

Yours faithfully,

REDACTED