



Quick Commerce Ltd 21/00022/PRMNEW - 10 Zennor Road Industrial Estate, Zennor Road, London, SW12 0PS ( Thornton) Representations by: 15.03.2021

As a responsible authority under section 13(4) of the Licensing Act 2003 as amended under the Police and Social Responsibility Act 2011, the Licensing Authority have considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the Licensing Objectives

The application seeks to permit:

Sale by Retail of Alcohol (Off the premises)

Monday - Sunday 00:00 – 00:00

Hours of opening

Monday - Sunday 00:00 – 00:00 (Not to the public)

### Classification of Area within the policy

According to the current Licensing Policy, Appendix 5 page 54, the area in which the premises are located within the industrial estate is deemed as a residential area. Please see the map below showing the location of the premises (red arrow) and the surrounding roads, with a mix of both business and residential properties. The Licensing Authority also note the premises are not open to the public and will be used for the distributing supply of alcohol and convenience goods for online delivery orders via an App.

The Licensing Authority also believe it is reasonable to assume the premises will be delivering their alcoholic products to residential addresses. As such, this representation has regard to the premises being operational within residential areas and those hours deemed necessary for a residential area, as per the Licensing Policy should apply.

Proximity to residential accommodation is a general consideration with regard to the prevention of public nuisance. The Authority will treat each case on its individual merits, however, stricter conditions will generally be considered on premises licenses in areas that have denser levels of residential accommodation or residential accommodation in close proximity to them. According to the current Licensing Policy, Appendix 1 page 46, hours for which premises which provide off sales within a residential area are 11:00 to 23:00 hours Monday to Sunday.

### Classification of Premises and Area within the policy

The premises are seeking sale of alcohol for consumption off the premises, but the premises are not likely to be associated with street drinking or be targeted by underage drinkers, as the premises are to be operated as delivery service of alcohol. The applicant has indicated there will be no customers allowed on the premises.

According to the current Licensing Policy, page 36, the Authority expects licence applications for delivery services that include the delivery of alcohol to take into account issues relating to reducing public nuisance related to delivery vehicles, ensuring the security of premises and delivery drivers, and protecting children by applying rigorous age checks at purchase point and at point of delivery.

These types of services are not provided for in the Licensing Act 2003 in any way differently from other licensed premises they do provide their own unique circumstances that need to be addressed. In particular the Authority has concerns with the potential for the following:

- Age verification at both purchase point and delivery point;
- The safety of delivery drivers at point of delivery;
- Safety of the premises from which orders are taken and sent out for delivery; and

- Possible public nuisance caused by delivery drivers collecting deliveries from the licensed premises.

### Conclusion

The premises are seeking sale of alcohol for consumption off the premises, but the premises are not likely to be associated with street drinking or be targeted by underage drinkers, as the premises are to be operated as delivery service of groceries & convenience items including Alcohol. The applicant has indicated there will be no customers allowed on the premises.

The applicant has proposed conditions in their operating schedule, but the hours sought are beyond those recommended in the Licensing Policy and are likely to impact adversely on residents in the area when deliveries are made from the premises, especially during unsocial hours and in the early hours of the morning.

However, should the Committee be minded to grant the application, I will recommend the application is granted with the hours 09:00 - 23:00 and the conditions below are attached to the licence in addition to those proposed by the applicant.

The authority seeks the following conditions as appropriate to uphold the objectives. These conditions are to replace those proposed by the applicant.

1. Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram
2. It will be the responsibility of the management that, any outside companies used for delivery must adhere to a strict "challenge 25" policy. It will be the responsibility of the management to keep up to date with that company's policy and to review any partnerships based on this policy
3. All alcohol sale orders shall be made via an online platform for delivery only and must be paid for by debit or credit card.
4. Each delivery containing alcohol shall be labelled with the words "Age Restricted Product".
5. Details of the order (including the type, amount of alcohol, name, and address of the customer) must be included with the order.
6. The details shall be shown on the printout receipt dispatched with the order. All delivery drivers and riders must allow any Police Constable or Local Authority Officer to inspect any alcohol or order details on request
7. All delivery orders shall be to a registered residential or business address. There shall be no deliveries to public/communal areas or open spaces.
8. A signature at the point of delivery must be obtained from a person above the age of 18 with appropriate age verification identification. No delivery shall be left without a signature. In the exceptional circumstances that a signature cannot be obtained, then the name and date of birth of the person receiving the delivery shall be obtained.
9. All staff engaged in the sale or supply of alcohol shall be trained in the prevention of underage sales, drunkenness and proxy sales before being allowed to sell or supply any alcohol. The training should be clearly documented and signed and dated by both the trainer and the member of staff receiving it. The documentation shall be available for inspection on request by an authorised officer of the Licensing Authority or a constable
10. Drivers must be instructed to abort delivery where that sale is believed to be a "street sale". All such instances will be recorded in the refusals/incidents log.
11. Vehicles used for delivery should not be left idle outside the premises to ensure residents in the locality are not disturbed.
12. There shall be a dedicated area for delivery personnel to safely park their vehicle and collect the customer order.
13. The premises will operate as a delivery only business. The premises shall not be open to

the public and will be used for the dispatch of alcohol only.

14. The premises shall install and maintain a comprehensive CCTV system. All entry and exit points must be covered enabling frontal identification of every person entering in a light condition. The CCTV system shall continually record whilst the premises are open. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer of Lambeth Council

15. A staff member from the premises who is conversant with the operation of the CCTV system must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested and within a maximum of 24 hours of the initial request

16. An incident log shall be kept at the premises and retained for a period of 12 months and made available on request to an authorised officer of Lambeth Council or the Police. It must be completed within 24 hours of the incident and will record the following:

- (a) All crimes reported to the premises
- (b) Any complaints received, and the remedial actions taken
- (c) Any refusal of alcohol deliveries, the name of the member of staff or third party who refused the delivery
- (d) Any visit by a relevant authority or emergency service

17. Website and all promotional materials should be designed and set out in a way which is consistent with the responsible retail of alcohol.

18. A Noise Management Policy shall be in place to ensure appropriate measures are in place to minimise noise and disturbance caused by the dispatch of deliveries and the deliveries themselves.

19. All delivery riders shall receive training in age restricted sales.

- Induction training must be completed and documented prior to the delivery of alcohol by the rider.

- Refresher/reinforcement training must be completed and documented at intervals of no more than 6 months.

Training records will be available for inspection by a police officer or other authorised officer on request. Training records will be electronically stored by the licence holder for a period of 12 months.

20. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over any alcohol in the order will be withheld.

21. Between the hours of 1800 and 2300 riders will be permitted to collect orders and deliver on foot, by pedal bike, electric bike (or other electric vehicle) only.

22. Riders will not be permitted to smoke in the immediate vicinity of the premises.

23. Riders will not be permitted to congregate in the immediate vicinity of the premises.

24. Riders will be instructed not to loiter in the vicinity of residential premises.

25. No collections of waste or recycling materials (including bottles) from the premises shall take place between 22:00 hours and 08:00 hours on the following day.

26. Prominent, clear and legible notices must be displayed at all exits requesting staff and couriers to respect the needs of local residents and to leave the premises and the area quietly.

Should the applicant be minded to agree to the reduced hours and the conditions proposed above, the authority will withdraw its representation

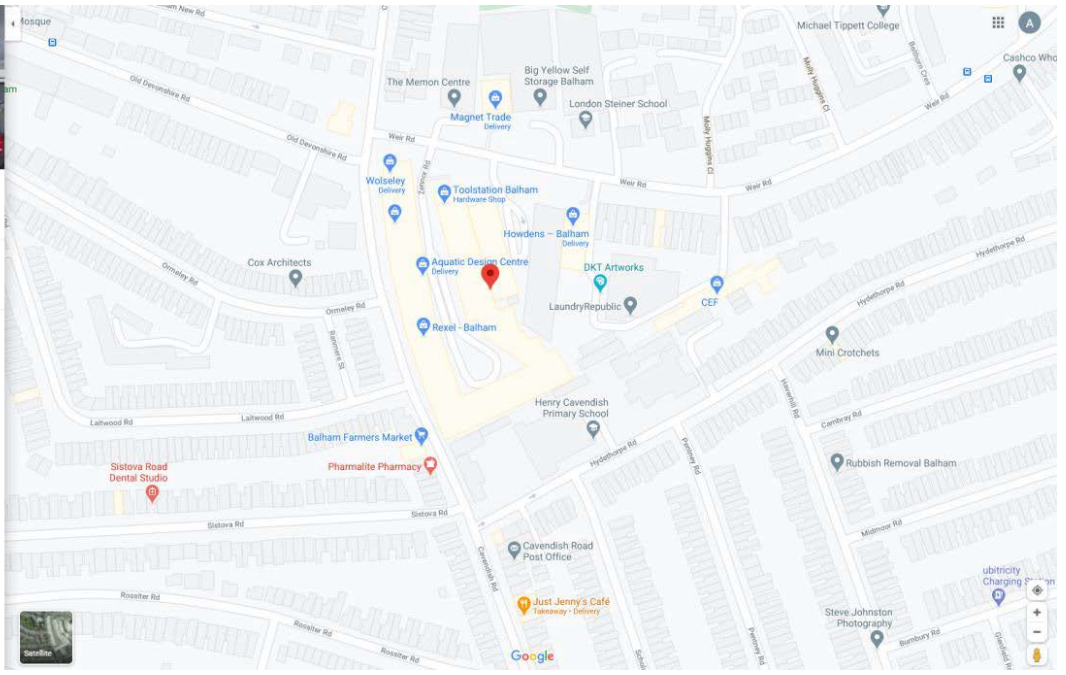
Pamela Riley  
Licensing Officer



**SW12 OPS**  
Thornton, London  
Postcode

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**Photos**



Miss Bina Patel  
Licensing Manager  
London Borough Lambeth

12<sup>th</sup> March 2021

Dear Ms Patel

I write on behalf of the London Borough of Lambeth Public Protection Team regarding the new license application that has been made by:

Quick Commerce Ltd  
10 Zennor Road Industrial Estate  
Zennor Road  
London  
SW12 0PS

The Public Protection Team request that you accept this as a formal representation against the above-mentioned new license application on the grounds of the following licensing objectives:

- The prevention of public nuisance.

### Summary

Public Protection have concerns in relation to issuing a twenty four hour off sales alcohol license to this premises, whilst we understand that currently there will be no public allowed on site, once the current COVID restrictions begin to release and the demand for home alcohol delivery decreases Public Protection are not confident no public on site will remain the case.

We are also concerned in relation to the noise caused by a twenty four hour licensed delivery service, whilst the applicant has offered some suggestions in their operating schedule these do not take into account the possible noise disturbance at the delivery address, most of which Public Protection would assume will be residential premises in residential areas.

### Conclusion

Public Protection are of the view that this license application has not considered the recommended advice in relation to licensing hours in the Lambeth Licensing Policy, which in this situation are extremely relevant, therefore we are representing against this application.

Yours sincerely



Keith Badrick  
Public Protection Officer