

**From:** Simcock, Eva  
**Sent:** Tuesday, August 08, 2017 10:47 AM  
**To:** Regen, Licensing  
**Subject:** Alpha Off Licence

Dear Regen  
Please see attached  
Thanks  
Eva

Eva Simcock  
LADO/Quality Assurance Manager  
2<sup>nd</sup> Floor  
Sumner House  
Sumner Road  
London  
SE15 5QS

02075250689

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For the attention of the Licensing Committee:

**Re: Alpha off Licence, 24 Peckham Rye, London, SE15 5EG**

On behalf of Children Social Care for Southwark (a responsible authority under the Licensing Act 2003) I wish to make representation in respect of the above.

This representation is made in respect of the following licensing objective(s):

- the protection of children from harm

**General Comments**

This representation is in support of the application by Bill Masini on behalf of Trading Standards who visited the premises on a number of occasions this year.

- On 15<sup>th</sup> March Trading Standards visited and asked the female member of staff to explain what Challenge 25 was, she was not able to say what it was.
- Also on 15<sup>th</sup> March the shop was noted to be selling Super Strengthen beers, lagers and ciders which I understand are regularly consumed by people who have alcohol addiction problems and the links this has to anti social behaviour and crime. If the staff do not know or apply Challenge 25 then I think it reasonable to think that young people could purchase these types of drinks from this off licence.
- On 5<sup>th</sup> April when Trading Standards made a further visit it was noted there were 4 male customers who appeared to have consumed significant amounts of alcohol. They were acting in an aggressive way and using offensive language which was in the presents of other customers including a 10 year old child. Whilst the officer advised

the staff member not to serve the men the staff member proceeded to sell cider to one of the 4. Another customer informed the officer that due to what was going on inside the shop she decide to protect her son from observing this behaviour i.e. the verbal aggression by the male customers to leave her son outside with his father.

- On 1<sup>st</sup> June Trading Standards and the Police carried out an underage test purchasing of alcohol and cigarette. A bottle beer was sold to a 17 year old, there was no request for him to verify his age.
- Given the concerns raised in points one and four it would be reasonable to believe that staff have had either no training on Challenge 25 or are not committed to the protection of children from harm.

## **Recommendations**

- I would therefore support the recommendation by Bill Masini to revoke the licence.

If you have any further questions, please do not hesitate to contact me.

Yours faithfully,

Eva Simcock  
LADO/Quality Assurance Manager  
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4<sup>th</sup> August 2017

**From:** Franklin, David  
**Sent:** Wednesday, August 09, 2017 12:04 PM  
**To:** Regen, Licensing  
**Cc:** McArthur, Wesley; Tear, Jayne  
**Subject:** Alpha Off Licence 24 Peckham Rye SE15 4JR.docx

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## MEMO: Licensing Unit

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**To** Licensing                      **Date** 09 August 2017  
May 2017

### Copies

**From** David Franklin              **Telephone** 020 7525 5800  
**Email** [david.franklin@southwark.gov.uk](mailto:david.franklin@southwark.gov.uk)

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**Subject** ALPHA OFF LICENCE 24 Peckham Rye SE15 4JR

I make this representation with regards to the review application of the premises licence submitted by the Trading Standards for Alpha Off Licence 24 Peckham Rye SE15 4JR.

My representation is based on the licensing objectives for the prevention of crime and disorder, prevention of public nuisance and the protection of children from harm.

The application details a number of offences including the breach of conditions including **128** – “No beers/ciders in single cans, bottles or multi-packs with an ABV of above 7% will be displayed/sold or offered for sale from the premises. Unless written permission( email will suffice ) is obtained from the police Licensing Officer. Such permission must be kept at the premises and made available immediately on request to relevant authorities.”

This condition is frequently used at premises where off licences are in areas where street drinkers cause public nuisance and disorder problems in the area. The condition is designed to prevent the sale of high strength alcohol to street drinkers with a clause that specialist high strength beers that may be in demand from responsible local customers can still be sold with permission for the Police, this typically includes Guinness foreign stout or specialist Belgian beers.

I am surprised to find that the premises has been selling high strength beers and ciders in very high quantities, 21,300 x 500ml cans in an 8 month period. Additionally officers witnessed street drinkers under the influence of alcohol purchased high strength cider.

The costs of the alcohol is also concerning, high strength beers are being sold at 1p above the duty + VAT element of the cost price, clearly the proprietor of a small business can ill afford to make a loss on these beer, therefore it raises the question how can the proprietor purchase beer at £1.85/£2.00 and sell it for £1.30?

The finding of non-duty paid alcohol illegally on sale at the premises may explain how this may happen, taking off the £1.29 duty and VAT cost would reduce the cost to the premises licence holder to a few pence per can, £0.51 to £0.66.

I am also concerned that their shop staff are illegally employed as they who no right to work in the UK, and that these staff willingly sell alcohol to street drinkers, drunk persons and to under age children without any challenge, despite conditions for a Challenge 25 policy on the licence and a requirement to record staff training in this policy.

While normally a first review could be to place suitable conditions on a premises licence to address the failings and suspend the licence to give an opportunity for the premises licence holders to adopt new practices to promote the licensing objectives, however it seems that this premises licence already has the appropriate conditions for Challenge 25 and the restriction on high strength beers/ciders and the problem is that the proprietors are choosing to ignore the terms and conditions on their licence as they can make vast amounts of money by ignoring the conditions on their premises licence and make large saving by employing illegal workers.

I have no confidence that the premises licence holder would be willing to enforce the current licence conditions and that any new conditions that members may impose will be similarly ignored in the pursuit of profit.

I therefore support the Trading Standards review and their request for revocation of the premises licence as the reasonable, appropriate and proportionate action to take to promote the licensing objectives.

David Franklin  
Licensing Authority as a Responsible Authority

**From:** [Ian.Clements@met.pnn.police.uk](mailto:Ian.Clements@met.pnn.police.uk) [<mailto:Ian.Clements@met.pnn.police.uk>]

**Sent:** Thursday, August 10, 2017 3:49 PM

**To:** Regen, Licensing

**Subject:** Alpha Off Licence

Please see attached letter of support for the review of the above premises

Kind Regards

*Ian Clements PC 362 MD  
Police Licensing Officer  
Southwark Police Station*



**The Licensing Unit**

Floor 3  
160 Tooley Street  
London  
SE1 2QH

**Metropolitan Police Service**

**Licensing Office  
Southwark Police Station,  
323 Borough High Street,  
LONDON,  
SE1 1JL**

Tel: 020 7232 6756

Email: [SouthwarkLicensing@met.police.uk](mailto:SouthwarkLicensing@met.police.uk)

**Our reference:** **MD/21/3001/17**

**Date:** **10<sup>th</sup> August 2017**

**Re:- Alpha Off Licence 24 Peckham Rye SE15 4JR**

Dear Sir/Madam

Police are in possession of an application from the Southwark's Trading Standards Service for a review of the above premises licence under Section 51 of the licensing act 2003.

The review application details a significant number of Breaches of the premises licence and a number of offences with regard to the consumer protection act and possible immigration offences.

When granting an individual or a company a Premises licence, the licensing committee must have trust in that individual or company that they will run the premise well and comply with the operating schedule as agreed when applied for.

The conditions are there for the promotion of the licencing objectives, in particular for me are the conditions relating to the prevention of crime and disorder. Not only do we have a premises allegedly operating in contravention of these conditions, but it alleged that the premises themselves are actually committing acts of criminality.

Police fully support the application by Trading Standards for the review of the premises licence and the recommendation that the licence is revoked.

Yours Sincerely

**PC Ian Clements 362 MD**  
Southwark Police Licensing Unit  
Tel: 0207 232 6756

**From:** Sharpe, Carolyn On Behalf Of Public Health Licensing  
**Sent:** Friday, August 11, 2017 10:39 AM  
**To:** Regen, Licensing  
**Cc:** Public Health Licensing  
**Subject:** RE: 24 Peckham Rye,

To whom it may concern:

Re: 24 Peckham Rye, London, SE15 4JR

This representation is made in respect of the following licensing objective(s):

The prevention of crime and disorder  
Prevention of public nuisance  
Public safety  
Protection of children from harm

On behalf of the Director of Health and Wellbeing (incorporating the role of Director of Public Health) for Southwark (a responsible authority under the Licensing Act 2003) I wish to express my concerns over the alleged issues with the management of the above premises.

These include;

- An illegal worker in the shop
- Offer and sale of beers, lagers and ciders above 7% ABV and offer and sale duty evaded super strength beer
- Sale of alcohol to a drunk
- Sale of alcohol to a child and failure to adopt the Challenge 25 policy
- Offer to supply alcohol that cannot be legally sold under Consumer Protection Unfair Trading Regulations 2008

Public health fully supports this licence is reviewed by the Licensing Sub-Committee.

If you have any further questions, please do not hesitate to contact me.

Yours faithfully,

**Carolyn Sharpe**

on behalf of Professor Kevin Fenton, Director of Health and Wellbeing  
(incorporating the role of Director of Public Health)  
Carolyn Sharpe | [carolyn.sharpe@southwark.gov.uk](mailto:carolyn.sharpe@southwark.gov.uk) | 020 7525 0025  
Public Health Policy Officer (People & Health Intelligence), London Borough of Southwark, 160  
Tooley Street, London SE1 2QH