

**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We ASMTON RETAIL LTD
(insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, Ordnance Survey map reference or description	
89 ELGAR ST, SE16 7QW	
Post town	LONDON
Postcode	SE16 7QW
Telephone number at premises (if any)	—
Non-domestic rateable value of premises	£13,090

Part 2 – Applicant details

Please state whether you are applying for a premises licence as Please tick as appropriate

- | | |
|--|---|
| a) an individual or individuals * | <input type="checkbox"/> please complete section (A) |
| b) a person other than an individual * | |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> please complete section (B) |
| ii as a partnership (other than limited liability) | <input type="checkbox"/> please complete section (B) |
| iii as an unincorporated association or | <input type="checkbox"/> please complete section (B) |
| iv other (for example a statutory corporation) | <input type="checkbox"/> please complete section (B) |
| c) a recognised club | <input type="checkbox"/> please complete section (B) |
| d) a charity | <input type="checkbox"/> please complete section (B) |

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If you are applying as an individual or non-individual please select one of the following:-

	I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
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Other Applicants

Personal Details - First Entry

Name	Ashton Retail Limited
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Address - First Entry

Street number or building name	26-27
Street Description	Lower Woodcock Street
Town	Castle Cary
County	Somerset
Post code	BA7 7BH
Registered number (where applicable)	11604081
Description of applicant (for example, partnership, company, unincorporated association etc)	Limited Company

Contact Details - First Entry

Telephone number	
Email address	

Operating Schedule

When do you want the premises licence to start?

	21/01/2019
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If you wish the licence to be valid only for a limited period, when do you want it to end?

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General description of premises (see guidance note 1)

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	Convenience Store
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If 5,000 or more people are expected to attend the premises at any one time please use the drop down below to select the number.

	Less than 5000
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Operating Schedule part 2

What licensable activities do you intend to carry on from the premises?

	(Please see sections 1 and 14 of the Licensing Act 2003 and schedule 1 and 2 of the Licensing Act 2003)
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Provision of regulated entertainment (Please read guidance note 2)

Provision of late night refreshment

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Supply of alcohol

	j) Supply of alcohol
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J - Supply of Alcohol

Will the supply of alcohol be for consumption (Please read guidance note 8)

	Off the premises
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Standard days and timings for Supply of alcohol (Please read guidance note 7)

Day	Start	Finish
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J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption - please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 5) <u>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</u> (please read guidance note 6) N/A		
Mon	0900	2100			
Tue	0900	2100			
Wed	0900	2100			
Thur	0900	2100			
Fri	0900	2100			
Sat	0900	2100			
Sun	0900	2100			

State the name and details of the individual whom you wish to specify on the licence as
designated premises supervisor (Please see declaration about the entitlement to work in the
checklist at the end of the form):

Name	MR RICHARD MICHAEL ASHTON

□□□□

K

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Personal licence number of proposed designated premises supervisor, if any,

Personal licence number (if known)	865865
Issuing authority (if known)	London Borough of Southwark

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (Please read guidance note 9)

	N/A
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L - Hours premises are open to public

Hours premises are open to the public (standard timings Please read guidance note 7)

Day	Start	Finish
Mon	07:30	21:00
Tues	07:30	21:00
Wed	07:30	21:00
Thur	07:30	21:00
Fri	07:30	21:00
Sat	07:30	21:00
Sun	07:30	21:00

State any seasonal variations (Please read guidance note.5)

	N/A
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Non standard timings. Where you intend to use the premises to be open to the public at different times from those listed. Please list, (Please read guidance note 6)

	N/A
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M - Steps to promote four licencing objectives

a) General - all four licensing objectives (b,c,d,e) (Please read guidance note 10)

	<p>Training of all staff so that they are aware of the premises licence and the requirements to meet the four licensing objectives with a main focus on not selling of alcohol to underage people, no drunk and disorderly behavior on the premises area, vigilance in preventing the use and sale of illegal drugs at the retail area, no violent and anti-social behaviour and no harm to any children.</p> <p>An operating schedule providing the hours of operation and licensable activities during</p>
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	<p>those hours will be made clearly visible on the premises.</p> <p>The designated premises supervisor has confirmed that they are obligated to be in day-to-day control of the premises, to provide good training for staff on the Licensing Act and to make or authorise each sale</p> <p>Clear "Challenge 25" information will be displayed and staff trained to prevent the supply of alcohol to under-age drinkers.</p> <p>CCTV system installed with recording option available.</p> <p>A window shutter will be affixed to ensure that shop front is safe and secure at all times.</p> <p>As a licensed premises we know that it is necessary to carry out our functions or our businesses with a purpose of promoting these objectives. We promise to support these objectives through our operating schedules and other measures (including staff training and qualifications, policies, and strategic partnerships with other agencies).</p>
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b) the prevention of crime and disorder

	<p>CCTV System installed to monitor all entrances, exits and other parts of the premises (pos and cash machine) in order to address the prevention of crime objective.</p> <p>A clear and legible notice outside the premises indicating the normal hours under the terms of the premises licence during which licensable activities are permitted.</p> <p>Clear and conspicuous notices warning of potential criminal activity, such as theft, that may target customers will be displayed.</p> <p>Not selling of alcohol to drunk or intoxicated customers.</p> <p>Custom will not be sought by means of personal solicitation outside or in the vicinity of the premises.</p> <p>Prevention and vigilance in illegal drug use at the retail unit area.</p> <p>Staff will be well trained in asking customers to use premises in an orderly and respectful manner and prevent drinking alcohol at the retail unit.</p>
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c) public safety

	<p>Internal and external lighting fixed to promote the public safety objective.</p> <p>Well trained staff adherence to environmental health requirements.</p> <p>Training and implementation of underage ID checks (Challenge 25).</p> <p>A log book or recording system shall be kept upon the premises in which shall be entered particulars of inspections made; those required to be made by statute, and information compiled to comply with any public safety condition attached to the premises licence that requires the recording of such information. The log book shall be kept available for inspection when required by persons authorised by the Licensing Act 2003 or associated legislation.</p> <p>All parts of the premises and all fittings and apparatus therein, door fastenings and notices, lighting, heating, electrical, air condition, sanitary accommodation and other installations, will be maintained at all times in good order and in a safe condition.</p>
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d) the prevention of public nuisance

	<p>Noise reduction measures to address the public nuisance objective.</p> <p>Prominent, clear and legible notices will be displayed at the exit requesting the public to respect the needs of nearby residents and to leave the premises and the area quietly.</p> <p>Deliveries of goods necessary for the operation of the business will be carried out at such a time or in such a manner as to prevent nuisance and disturbance to nearby residents.</p> <p>The Licensee will ensure that staff who arrive early morning or depart late at night (ex. for unpacking, pricing newly delivered goods) when the business has ceased trading conduct themselves in such a manner to avoid causing disturbance to nearby residents.</p> <p>Customers will be asked not to stand around loudly talking in the street outside the premises.</p> <p>Customers will not be admitted to premises outside of opening hours.</p> <p>The movement of bins and rubbish outside the premises will be kept to a minimum, especially after 11.00pm. This will help to reduce the levels of noise produced by the</p>
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	premises. Any lighting on or outside the premises will be positioned and screened in such a way so as to not cause a disturbance to nearby residents. Adequate waste receptacles for use by customers will be provided in the local vicinity.
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e) the protection of children from harm

	"Challenge 25" sign will encourage anyone who is over 18 but looks under 25 to carry acceptable ID (a card bearing the PASS hologram, a photographic driving license or a passport) if they wish to buy alcohol. Staff will be well trained in the requirement for a persons' identification, age establishment etc. An incident log book will be kept upon the premises at all times.
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Please upload a plan of the premises

	premises-plan-89-elgar-st..jpeg
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Please upload any additional information i.e. risk assessments

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Checklist

	I have enclosed the plan of the premises. I understand that if I do not comply with the above requirements my application will be rejected. I understand that I must now advertise my application (In the local paper within 14 days of applying
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Home Office Declaration

Please tick to indicate agreement

	I am a company or limited liability partnership
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Declaration

I agree to the above statement

PaymentDescription	
AuthCode	
LicenceReference	
PaymentContactEmail	

Please provide name of applicant (the current premises licence holder) or applicant's solicitor or other duly

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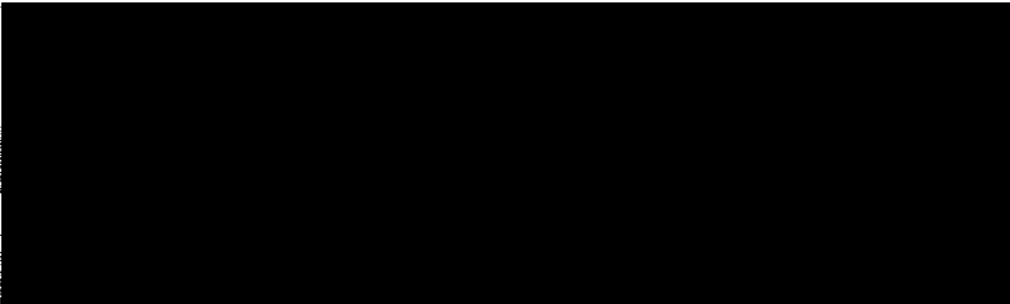
authorised agent (please read guidance note 12). If completing on behalf of the applicant, please state in what capacity.

Full name	Richard Michael Ashton
Date (DD/MM/YYYY)	05/01/2019
Capacity	Director and DPS

Where the premises licence is jointly held, enter the 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (guidance note 13). If completing on behalf of the applicant state in what capacity

Full name	Marilyn Anne Ashton
Date (DD/MM/YYYY)	05/01/2019
Capacity	Director

Contact name (where not previously given) an address for correspondence associated with this application (please read guidance note 14)

Contact name and address for correspondence	
Telephone No.	
If you prefer us to correspond with you by e-mail, your email address (optional)	

The information you provide will be used fairly and lawfully and Southwark Council will not knowingly do anything which may lead to a breach of the Data Protection Act 1998.

89 ELGAR STREET
LONDON
SE16 7QW

SCALE 1:100

