

**APPLICATION FOR A PREMISES LICENCE TO BE GRANTED
UNDER THE LICENSING ACT 2003**

Statement of the relevant licensable activities which it is proposed will be carried on or from the premises:

Type: ONLINE Sale of Alcohol - Friday to Sunday 09:00 – 18:00

**Name of Applicant:
Berry And Brie Ltd**

**Full postal address of premises:
69 Croham Valley Road, South Croydon, CR2 7JG**

Postal address of local authority where register of applications is kept for general viewing:

**London Borough of Croydon, Place Department, Licensing 6th Floor
Zone A, Bernard Weatherill House,
8 Mint Walk, Croydon, CR0 1EA.**

Application details can be viewed at Access Croydon, Bernard Weatherill House, between 9am - 3.45pm, Monday to Friday (except bank holidays)

If you wish to make any representations in relation to this application, please do so in writing by midnight on Thursday 28th October 2021 to the following address:

**London Borough of Croydon
Place Department, Licensing Team,
6th Floor, Zone A
Bernard Weatherill House
8 Mint Walk
Croydon, CR0 1EA
Or By Email to: licensing@croydon.gov.uk**

It is an offence to knowingly or recklessly make a false statement in connection with an application. The maximum fine on summary conviction for such an offence is £5000.

New Premises Licence

Premises Details

Premises Address *

69 CROHAM VALLEY ROAD SOUTH CROYDON
CROYDON CR2 7JG

Telephone number at premises (if any)

Non-domestic value of premises. *

£ 0

Applicant Details

I/We 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.

Please state whether you are applying for a premises licence as:

a person other than an individual -as a limited company/
limited liability partnership

Applicant Details

If you are applying as a person described in one of the above please confirm: *

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

Other Applicant (Non Individual)

Name *	Berry and Brie Ltd
Registered Address *	69 Croham Valley Road
Town/City *	SOUTH CROYDON
County	
Postcode *	CR2 7JG
Registered Number (where applicable)	11593339
Description of applicant (for example partnership, company, unincorporated association, etc) *	director of limited company - BERRY and brie
Telephone Number	
Email *	

Operating Schedule

When do you want the premises licence to start? *	09/10/2021
If you wish the licence to be valid only for a limited period, when do you want it to end?	
Please give a general description of the premises. *	We are a small business looking to add bottles of wine to our hampers. We operate an online delivery business from our home and especially around Christmas would like to incorporate bottles of wine in our hampers. www.berryandbrie.com
If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.	

Operating Schedule

What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2) *

Plays

Films

Indoor Sporting Events

Boxing or Wrestling

Live Music

Recorded Music

Performances of Dance

Anything of a similar description falling under Music or Dance

Provision of late night refreshment

Supply of Alcohol

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Friday to Sunday

09:00

18:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *

Off the premises

State any seasonal variations for the supply of alcohol. (please read guidance note 5)

At Christmas time, there may generally be more demand for our hampers and boxes.

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed?(please read guidance note 6)

We will not be using the premises for consumption of alcohol. Bottles of wine will be incorporated in boxes and hampers for dispatch.

Designated Premises Supervisor

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)

Title *	Mrs
First name *	Makomborero
Surname *	Ndoro
Street address *	
Town/City *	
County	
Postcode *	
Personal Licence Number (if known)	
Issuing Licensing Authority (if known)	

Adult Entertainment

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).

We will not be providing anything else other than bottles of wine in our boxes.

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Friday to Sunday

09:00

18:00

Opening Hours

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

not applicable

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note 6)

not applicable

Licensing Objectives

Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

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

We will follow all guidance required to ensure that we are safely providing bottles of wine in our hampers. Providing accurate and correct information and ensuring purchasers are aware of their legal responsibility.

b) The prevention of crime and disorder

ensure that our website clearly lists and provides a notice for alcohol consumption. We will have a check box to ensure that the purchaser is over the required legal age to purchase alcohol.

c) Public safety

ensure that our website clearly lists and provides a notice for alcohol consumption. We will have a check box to ensure that the purchaser is over the required legal age to purchase alcohol.

d) The prevention of public nuisance

ensure that our website clearly lists and provides a notice for alcohol consumption. We will have a check box to ensure that the purchaser is over the required legal age to purchase alcohol.

e) The protection of children from harm

We will have a check box to ensure that the purchaser is over the required legal age to purchase alcohol.

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand I must now advertise my application. I understand that if I do not comply with the above requirements my application will be rejected. Applicable to all individual applicants, including those in partnership which is not a limited liability partnership, but not companies or limited liability partnerships I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15)

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT 'IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.



I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).



The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15).

Full Name *

Date *

27/09/2021

Capacity *

Applicant



Declaration made

Do you wish to provide alternative correspondence details? *

No

Email confirmation

On submission an email confirmation will be sent using the details below

Forename

Surname /Company Name

Email *

Telephone