

De Mammias 24 Commerce Road London N22
Documentation lodged on behalf of the Premises Licence Holder

Acting for the Premises Licence Holder, I have given full regard to:

- The representation made against this application.
- The licensing objectives set out in the Licensing Act 2003.
- The Council's Statement of Licensing Policy.
- The Home Office guidance issued under Section 182 of the Act.

Attached to this pack are the following appendices:

- A. Challenge 25 Poster.
- B. Refusals log
- C. Incident log
- D. Staff training log
- E. DPS Authorisations
- F. LA2003 Signage
- G. Till prompt
- H. Response to those who have objected.

Rob Edge (Director)
Licence Leader Ltd. (Birmingham/Hertfordshire)
Email. rob.edge@licence-leader.co.uk
Web. www.licence-leader.co.uk Tel. 07982917819

Example of the Challenge 25 Posters - Prominently displayed at the premises.



Example of the Refusals Log being utilised at the premises.

Refusals Log

If a customer appears to be under 25 and fails to produce a valid ID photo, the sale should be **Refused** and recorded in this refusals log. Staff should write an entry with

No ID – No Sale

Licence Leader Limited
Alcohol Licensing Services
www.licence-leader.co.uk
rob.edge@licence-leader.co.uk
07982917819

[illegible]

Example of the Incident Log being utilised at the premises.

Incident Log Book

Please use a separate page in this log for each incident.

Do not put yourself or staff at risk, call 999 or 101 when appropriate.

Staff should write an entry whenever an incident occurs.

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Incident Report Log			
Date of incident		Time of incident	
Location		Value of Losses/Damage	
Description of Incident			
Images available		YES/NO	Are still images available
Was it reported to West Midlands Police		YES/NO	Crime Number
If reported to West Midlands Police, was it reported at the time of incident or afterwards:-			
Which staff member was involved with this incident			
What further action has been taken by Premises Licence Holder			
Final comments;			

Licensing Act 2003 - Staff Training

Training delivered to all staff will include, not least the following list below, and should also include the fact that staff fully understand all of the content.

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ Always offer 'free' water to anyone who has drunk too much
➤ No alcoholic drink shall be sold for consumption off the premises.
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

Staff that have been trained must sign below to confirm they have received and understood the training.

Name	Date	Signature	Comments

Signed by the DPS.

Name (Print)	
Signature	
Date	

**Designated Premises Supervisor (DPS)
Authorisation for Sale/Supply of alcohol**

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises.

I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003.

This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number:

Names of Authorised persons:

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

Designated Premises Supervisor - Authorisation.

Name:	
Personal Licence Number:	
Signature:	

Reminder for training

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16
➤ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age
➤ I recommend you use a Challenge 25 scheme
➤ If you are still not sure, refuse the sale and record in the Refusals Log
➤ The premises Licence holder must display the premises licence on the premises in a public place

Example of the Signage being utilised at the premises.



As a “backup” to an electronic till prompt, this will be placed beside the till.

TILL PROMPT -- CHALLENGE 25

Does the person buying alcohol look under 25 .

Check ID.

Enter in “Refusals Log” if sale is refused.

From: Rob Edge. (Agent for the applicant)
Licence Leader Ltd (Birmingham/Herts)
rob.edge@licence-leader.co.uk
 Mob. 07982917819



Dated 4 August 2025

To: Those objecting To be sent via the Licensing Authority

CC. Licensing Authority Licensing@haringey.gov.uk

Daliah Barrett Daliah.Barrett@haringey.gov.uk

Dear Objector,

Premises Licence Application- Licensing Act 2003.

Thank you for your correspondence, Firstly, to introduce myself, I am the licensing agent acting on behalf of the applicant for this premises licence.

As your representations to the application for this premises licence has been forwarded to me by the Licensing Authority, I am responding via licensing, and I hope to answer your questions, and allay any concerns you may have initially had:

My client is a very responsible operator and reputable business person, who has recently taken over this premises.

In response to the points you have raised, I will cover these below by bullet point:

- The number of premises in area can only be a consideration when they fall within a Cumulative Impact Zone – commonly known as a CIZ.
- The operating schedule for this application contains very robust conditions, to evidence that they have listened to the concerns raised in relation to the application.
- a. To ensure that the premises uphold all of the four licensing objectives, the applicant will ensure that the following policies are fully implemented and adhered to:
 - Staff training in accordance with the Licensing Act 2003.
 - A robust licensing compliance pack consisting of (Not least):
 - Refusals log
 - Staff Training log
 - DPS Authorisations sheet
 - Challenge 25 posters
 - Signage

- b. This is a relatively new premises licence application and must be judged on its own merits, and we are hopeful you will see that the owners wish to work in harmony with their neighbours, although these are the hours they have applied for, they will not necessarily be fully utilising them on a daily basis.
- c. While it may be challenging to have direct control over such noise, there are steps we can take to minimize its impact and demonstrate our commitment to addressing these issues.

Such as:

- **Communication and signage:** Clearly communicate to patrons and visitors the importance of maintaining a respectful noise level when arriving at or leaving our premises. (verbally by staff and with signage)
- d. It should be noted that the Premises Licence Holder intends to implement effective training, operational systems, and robust policies to a high level in the pursuit of good practice, and due diligence.
- e. It should be noted that there are no objections by any of the Responsible Authorities, demonstrating their confidence in this premises licence application.

Can I ask that, given the information above, you will now consider withdrawing your objections to this application. Please feel free to contact me if you require any further information in relation to the application.

Kind regards

Signature redacted

Rob Edge (Director) Licence Leader Ltd