

**Submission in support of application to make a premises licence in relation to  
Champagne Chelle Limited, 72a Station Lane, Hornchurch, RM12 6NA.**

---

SUBMISSIONS

---

**Application**

The applicant (Ms Michelle Vickers) applies to vary her premise licence as follows:

*New hours for sale of alcohol*

The supply of alcohol would be available on alcohol:

Thursdays: 11:00- 00:00,

Fridays and Saturdays: 11:00 – 02:00,

Sundays following Bank Holidays: 11:00 – 02:00

*Opening/Closing times*

Opening and closing times:

Thursdays: 11:00 - 00:30,

Fridays and Saturdays: 11:00- 02:30

Sundays following Bank Holidays: 11:00 – 02:30am

**General Considerations**

Under paragraph 4.4 of the Statutory Policy License of the council, lists the following matters that it will have to regard to in determining applications for new licenses, premises certificates, variations of existing licenses and license reviews:

*Whether the premises is located in an area of cumulative impact*

We confirm that the premises are located within the cumulative impact. Careful consideration has been given to the existing and further proposed conditions to mitigate any cumulative impact.

*The type of premises and their cumulative impact on the area and the mix of premises in the area*

The premises is a bar. The bar enjoys a very good reputation with responsible authorities in the local area and have not had any complaints. It is submitted that there is today no cumulative impact on the area or the premises in the area. The premises are located in a cumulative impact zone and careful consideration has been given to this factor in reviewing existing and proposing additional conditions to the premises licence.

*The location of the premises and the character of the area*

It is to be noted that these premises does in fact have a very large forecourt area and the premises are situated several yards away from the public highway. Access to the driveway itself is through a gate (which is also staffed) and therefore the activities taken place in the bar have minimal impact on the surrounding neighbourhood.

*The views of the responsible authorities and views of other persons*

When the applicant applied for her first premises license, contact was made with the council and in-depth face to face meeting took place with the police officer with the responsibility for licensing in Avery. As resulted detailed applications submitted which was also successful. We have similarly engaged with the police relation to this application, and they have confirmed they have no concerns or objections to the applications. The applicant has taken anecdotal soundings from commercial and residential neighbours; all have expressed their satisfaction with the operation of the premises, and none have indicated any concerns with this application.

The license holder already used a reputable security company called Huum Security which is well known in Havering.

*Past compliance history of current management*

The applicant has operated the premises to a very high standard. The premises has also had a number of TENS over the past 5 months in which the premises opened until 02:00am and there were no complaints in relation to how they operated on those occasions.

*The proposed hours of operation*

It is proposed the premises will be selling alcohols as follows:

Thursdays: 11:00- 00:00,

Fridays and Saturdays: 11:00 – 02:00,

Sundays following Bank Holidays:11:00 – 02:00

*The type and number of customers likely to attend the premises*

The premises typically attracts patrons in the middle-age, customers who are invariably “well-behaved.” The premises would enjoy around 50 people in attendance on a weekday and between 200-250 on a weekday.

*Whether the applicant is able to demonstrate commitment to a high standard of management, for example through active participation in Safe and Sound meetings*

The applicant is a member of ‘Safe and Sound’ and also provides extensive training to her staff on the requirements under the Licensing Act 2003 and the premises license in place at the premises. Ms Vickers also enjoys a close, cooperative relationship with the licensing police.

Members will note that this premises already has very extensive restrictions which were specifically designed to address the cumulative impact issues. Those conditions were negotiated and agreed with the police and the application was processed without any objections which is a noteworthy the achievement that the location of the premises is located in the impact zone. Members are referred to the detailed conditions on the premises licence which would of course apply to the extended hours. The following additional conditions are proposed if the variation application is granted.

### *Cumulative Impact*

Staff would undergo further training on the licensing objectives to deal with any difficult or challenging patrons.

The existing (extensive) conditions on the premises license would remain enforceable extended to the new hours.

The applicant also offers the following conditions:

#### **Prevention of Crime and Disorder**

SIA Security will be available until the closing time on the amended days

The license holder will use a company approved by the council and police to provide security at the premises.

#### **Prevention of public nuisance**

The premises would apply an amended Dispersal Policy which will entail 2 staff members standing at the external gate (which is itself situated some several yards away from the front door of the premises) to facilitate patrons leaving the premises. Staff members would encourage patrons to leave the area quietly.

Patrons would be encouraged to wait in the waiting area in the bar for any taxi's, to avoid any congregating in the forecourt or elsewhere.

Staff will regularly patrol the forecourt and the external road to collect any litter which may have been deposited by patrons leaving the premises.

No patrons would be admitted to the premises after 23:00 hours on Thursdays or after 01:00 hours on Fridays and Saturdays ( including Bank Holidays Sundays).

#### **Public safety**

The existing conditions on the premises license will be extended to the new hours. It should be noted that any noise nuisance concerns, that the premises is already sound insulated and adult reflections from commercial and residential neighbours is still with the effect that they simply cannot hear what takes place in the bar.

#### **Protection of children from harm**

The existing conditions regarding protection of children from home will be extended to the new hours.

#### **Variations**

The hours of admittance will be varied as stated above.

Members are invited to consider the detailed and thoughtful application

We are also instructed that there have been no complaints lodged in relation to the premises and the application therefore has a reputation of withholding a licence and successfully promoting the licencing objectives.

In addition to the extensive measures on the licence, the applicant would also ensure the following:

Members are invited to consider the application carefully.

Brown and Co. Solicitors

George House, 5 Greenwich South Street, Greenwich, SE10 8NW

20 April 2022