

Licensing Objectives

a) General – all four licensing objectives

1. The business model has been designed with all four licensing objectives in mind.
2. Sales are exclusively via our website and no cash sales are entered into on or off the premises.
3. The premises is located in an industrial estate and serves primarily as a distribution warehouse for dispatch of alcohol directly to purchasers, either private addresses or trade establishments once our A WRS registration has been completed.
4. The public are not allowed access to the premises except for pre-booked wine tasting sessions as detailed below.
5. Alcohol is not sold for consumption on the premises, but may occasionally be supplied for tasting to public and trade under strict conditions.
6. Our primary concern is the prevention of harm to children and we have done considerable research into how to avoid this as detailed in section e) below.
7. Every supply of alcohol under the Premises Licence must be made, or authorised by a person who holds a Personal Licence.

b) Prevention of crime and disorder

1. Alcohol is not sold on the premises for consumption on the premises.
2. The public do not have access to the premises except for wine tasting events detailed below. The possibility of crime and disorder is therefore very low.
3. Staff will ensure that any visitors to the premises are not drunk, leave the premises quietly and in an orderly manner.
4. Staff will receive regular and adequate training on the law and practice relating to all four licensing objectives.

c) Public safety

1. Alcohol is not sold for consumption on the premises.
2. The public do not have access to the premises except for wine tasting events detailed in the section General Description. The possibility of risk for public safety is therefore very low.

3. Staff will ensure that any visitors to the premises are not drunk, leave the premises quietly and in an orderly manner.
4. Staff will receive regular and adequate training on the law and practice relating to all four licensing objectives.

d) Prevention of public nuisance

1. Alcohol is not sold for consumption on the premises.
2. The public do not have access to the premises except for wine tasting events detailed in the section General Description. The possibility of crime and disorder is therefore very low.
3. Staff will ensure that any visitors to the premises are not drunk, and leave the premises quietly and in an orderly manner.
4. Staff will receive regular and adequate training on the law and practice relating to all four licensing objectives.

e) The protection of children from harm

Having done considerable research into this aspect we have decided to implement a 2 or possibly 3 stage age verification process that goes above and beyond what other internet alcohol supply business currently employ. Essentially there will be an age verification at at least 2 or if possible 3 stages of the purchasing and delivery process.

Supply of alcohol on the premises

1. Children will not be allowed on the premises at any time when alcohol is being supplied during wine tasting sessions.
2. Queens Park Wines will employ a challenge 21 policy for anyone attending wine tasting sessions on the premises.

Online sales of alcohol

1. All visitors to the website will be asked to verify their age before being allowed to browse the website.

2. We are hoping to install an age verification plug-in into the checkout. This will force potential purchasers to prove their age via national databases rather than just provide a date of birth as they do on entry to the website. This will ensure no sales occur to anyone under 18.

3. Delivery drivers will request age verification if the recipient of the delivery appears to be under the age of 21 years of age. They will be asked to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark in the following forms:

- ☐ A photo card driving licence
- ☐ A passport
- ☐ HM Forces Card
- ☐ PASS Card

4. On delivery, if the person seeking alcohol appears to be under 21 and is unable to produce acceptable means of identification on request, no supply of alcohol shall be made to that person.

5. Delivery labels sent via couriers will have clearly displayed on them that the package contains age restricted products and must not be delivered to children. Instructions on Challenge 21 and returning deliveries to sender are shown on the label.

Please refer to separate image supplied titled "QPW-Delivery-Label".

6. Staff will receive regular and adequate training on the law and practice relating to age restricted sales (including challenging purchasers, checking identification, under-age sales, sales to a person who is drunk, obtaining alcohol for a child or a person who is drunk and delivering alcohol to someone under the age of 18).

7. Any person placing an order over the phone will be advised that a Challenge 21 policy is operated and proof of identification may be required and will be advised that failure to

produce acceptable identification on request will mean alcohol will not be delivered to that person.

This policy ensures the Safeguarding of Children through the following means:

1. By employing the Challenge 21 policy throughout
2. By employing a 2 or 3 stage age verification process on the website
3. By ensuring that deliveries are only accepted by adults
4. By ensuring all staff are fully trained and compliant with the age verification policy

The premises license holder will ensure that staff (in particular staff who are involved in the supply of alcohol) are made aware of the existence and content of the Age Verification Policy applied by the premises.

Signed:.....



Print:..... IAN SIMPSON T/A QUEENS PARK WINES

Date:..... 10-08-2017