

From: Esther, Chan <Esther.Chan@brent.gov.uk>
Sent: 24 February 2022 15:29
To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk
Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence <business.licence@brent.gov.uk>
Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply. I now wish to withdraw my representation.

For our information, can you confirm the opening hours for walk in customers?

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk
@Brent_Council

From: Marcus Lavell
Sent: 24 February 2022 15:26
To: Esther, Chan ; Phil.S.Graves@met.police.uk
Cc: Legister, Linda ; Business Licence
Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for this; all now agreed.

Kind regards

Marcus Lavell | Barrister
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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 24 February 2022 15:03

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence <business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply.

I have considered your comments and removed the aforementioned condition. Please find attached amended representation.

Please confirm acceptance in writing.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk

@Brent_Council

From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 24 February 2022 12:30

To: Esther, Chan <Esther.Chan@brent.gov.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence <business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for this.

I am pleased to report that the Applicant accepts all but 1 of the proposed conditions, in full; however, the restriction on deliveries to the premises causes a problem as certain fresh produce (such as bread) is delivered to our stores before 9am. This is the case for all grocery stores.

In other stores, we have agreed a condition with slightly revised wording:

“18. All substantial deliveries of supplies to the premises shall take place during the normal working day (i.e. 09:00 to 18:00 daily).”

Fresh products such as baked good tend to arrive in much smaller delivery vehicles and there are not very many of them so there is no congestion. Does the above address your concerns relating to deliveries causing a nuisance?

Kind regards

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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 22 February 2022 15:35

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply.

Based on your explanation, I have re-assessed the application to propose conditions, please find attachment.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

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@Brent_Council

From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 22 February 2022 14:42

To: Esther, Chan <Esther.Chan@brent.gov.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for your email below. I have added the Applicant's responses in red text under your questions. I hope that this is helpful.

Kind regards

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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 22 February 2022 13:44

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your email.

The attached plan submitted with the application indicate that the entire premises is proposed for licensable activity. I have some questions, which require clarification:

1. As per your email below, it states the sales of alcohol to be by way of delivery service, whilst allowing customers on to the premises to purchase non-licensable groceries.
 - Will members of the public that visit the premise to purchase non-alcohol products be exposed to alcohol. How will your client ensure that alcohol is not within public view?
The plan details a discrete entrance for customers, leading to the front of house click and collect area. In effect, customers will enter the premises, and use an iPad or similar device to choose the groceries they wish to purchase. These groceries will be picked by Gopuff staff and bagged, before being brought to the front of house area. Customers will not get to see the groceries until they have been brought into the front of house area.
 - If your client is intending to locate the alcohol away from public view, where would the alcohol be stored?
In the warehouse/storage section of the premises. This is the area filled with shelving units on the plan.

- Will delivery drivers have a different access point to the premises from members of the public?

At the top left of the plan, there is a dedicated entrance/exit for delivery drivers, leading to bike storage area, that in turn leads to the riders' waiting area.

2. Your client has applied for 'on' and 'off' sales. Can you explain why your client has applied for on sales on basis that you now proposing that walk-in customers will not be able to purchase alcohol on site? If your client intends to keep on-sales, please explain the business model and where customers would consume the alcohol?

"On" sales were included as a typographical error and so I hereby formally withdraw this part of the application.

3. I note on the plan, there is a designated Bike storage area, however how does you client intend to mitigate potential nuisance, should they be an overflow of vehicles collecting goods from the premise – is there a staff and customer car park?

In order to ensure that there is no overflow of delivery bikes, the storage area is designed to accommodate all vehicles that will operate from this site. I would note that the building itself is set back from the public highway, so that delivery drivers can mount/dismount without doing so on the pavement. Given the nature of the groceries on offer, and the limited parking available in the area, the Applicant anticipate that the majority of its click and collect customers will travel to and from the premises on foot or having used public transport.

I look forward to hearing from you soon.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

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From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 22 February 2022 11:18

To: Phil.S.Graves@met.police.uk; Esther, Chan <Esther.Chan@brent.gov.uk>

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>

Subject: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Phil and Esther

Apologies for the time it has taken to get this reply to your Representations out to you. Due to the lawful planning use of the site, it has taken a while to identify an appropriate way forward.

The planning permission for the site requires that an element of traditional "retail" is maintained. For example, it was previously a builders' merchant that both delivered and made sales to the public on-site. Further, the applicant wants to maintain uniformity across its sites and so protect brand awareness.

Given the above, and in order to support the Licensing Authority's CIZ, the applicant would like to propose a condition that

Would the above address your concerns with regard to the CIZ policy matter?

I look forward to your reply to the above, and will provide you with answers to the other issues you have raised shortly.

Kind regards

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