



NEW PREMISES LICENCE APPLICATION FORM

Application for a premises licence to be granted
under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in **block capitals**. In all cases ensure that your answers are inside the boxes and written in **black ink**. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I Silver Tree Management Limited **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 am making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003**

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description: 19 Lonsdale Road	
Post town: Queen's Park	Post code: NW6 6RA

Telephone number of premises (if any)

NA

Non-domestic rateable value of premises

£ 16,500

Part 2 - Applicant details

Please state whether you are applying for a premises licence as

Please tick Yes

- a) An individual or individuals* please complete section (A)
- b) a person other than an individual* please complete section (B)
- i. as a limited company/limited liability partnership please complete section (B)
- ii. as a partnership (other than limited liability) please complete section (B)
- iii. as an unincorporated association or please complete section (B)
- iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick Yes

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
- o Statutory function or
- o A function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr Mrs Miss Ms Other title
(for example, Rev)

Surname

First names

Date of Birth	I am 18 years old or over <input type="checkbox"/> (Please tick yes)
Nationality	

Current postal address if different from premises address

Post Town

Postcode

Daytime contact telephone number

E-mail address (optional)

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr

Mrs

Miss

Ms

Other title
(for example, Rev)

Surname

First names

Date of Birth

I am 18 years old or over (Please tick yes)

Nationality

Current postal
address
if different from
premises address

Post Town

Postcode

Daytime contact telephone number

E-mail address
(optional)

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name: Silver Tree Management Limited
Address: <input type="text"/>
Registered number (where applicable): <input type="text"/>
Description of applicant (for example, partnership, company, unincorporated association etc.): Limited Liability Company
Telephone number (if any): <input type="text"/>
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

Day		Month		Year			
0	1	0	7	2	0	1	8

If you wish the licence to be valid only for a limited period, when do you want it to end?

--	--	--	--	--	--	--	--

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend

NA

Please give a general description of the premises (please read guidance note 1):

- Description
 - Milk Beach is a new café and restaurant at 19 Lonsdale Road, NW66RA
 - Please find enclosed a concept presentation and floor plan
- Café
 - During the hours of 07:00 to 17:00, 7 days per week, we will be a café serving specialty coffee and all-day brunch
 - We will be sourcing our own coffee from farmers in East Africa and South America and roasting the coffee ourselves (using a 3rd party roaster off-site in south London)
 - We will be serving takeaway coffee, sandwiches and salads
 - We will have a dine-in area with table service serving an Australian-style brunch menu focused on healthy dishes
 - A selection of wines and beers will be available after 11am
- Evening restaurant with wine list
 - During the hours of 17:00 to 23:00, 7 days per week, we will be a restaurant serving European-style small-plates and wine
 - Our wine philosophy will match our coffee philosophy with a wine list carefully selected from unique independent vineyards around the world with a focus on organic, biodynamic and natural wines
 - Customers can either come in to eat a meal, or they can come in to enjoy a relaxing glass of wine with no food
 - Customers are able to purchase bottles of wine (un-opened) from our unique wine list for home consumption – analogous to our coffee offering
- General Situation
 - The site is a small ground floor premises located on the south-side of a private road called Lonsdale Road in Queen's Park
 - Lonsdale Road is a street of commercial offices and restaurants with no residential dwellings
 - The site is adjacent to Hugo's restaurant, another all-day restaurant serving alcohol to indoor and outdoor customers up to 11pm every night
 - The site is on the same road as Ostuni Italian restaurant and Wolf Pack bar, both serving alcohol to indoor and outdoor customers until 11pm (and on some nights beyond 11pm)
- Layout
 - The premises is 650 sq ft inside and has an outdoor cobblestone area directly in front of the entrance for outside seating
 - The landlord is the owner of the street (Lonsdale Road) and has granted us exclusive use of the outdoor area immediately in front of the premises – outdoor seating is an important part of our concept to enhance the attractiveness of the premises and encourage an 'Australian-style' café and restaurant environment
 - We estimate having 28 seats inside and 16 outside
 - Please see layout plan attached
- Alcohol sales on-premises:
 - Between 11:00 to 23:00 we will have a carefully curated wine list and selection of beers available for consumption

- Due to the table-service style of café and the attractive food offering, the majority of alcohol sales will be with food, however it is important to us not to have a restaurant/food condition
 - Our wine list will be a very important part of what makes us a unique place to visit – with a wine list carefully curated from smaller independent vineyards from around the world including organic, biodynamic and natural wine options
 - It is important for our concept that customers (e.g. local workers and residents) are able to come in for a glass of wine and not be obligated to purchase food. We estimate approximately 20% of evening alcohol sales will be without food
 - We also want people waiting for a table at the bar to be permitted to enjoy a glass of wine without having to be seated or order food. This will help make the environment relaxing and pleasant, so people waiting for a table are not simply standing doing nothing and ruining the atmosphere. Due to the small size of the site the number of people waiting for a table at any one time will be minimal
- Alcohol sales off-premises:
 - Similar to our coffee offering, it is important that we are able to sell bottles of wine (un-opened) to our customers for them to take for home consumption – this helps us build a rapport and ongoing relationship with our customers
- Other licensable activities – live or recorded music
 - It is our intention to occasionally have live bands play music inside the restaurant or to have recorded music playing in the restaurant
 - This will not occur every week
 - This will only occur on either Thursday, Friday, Saturday or Sundays between 12pm and 11pm
 - It may or may not be amplified, depending on the singer

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedule 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Sale of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 7)			Will the performance of films take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	
Day	Start	Finish		Outdoors	
				Both	
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 5)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 5)
Tue			
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 6)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainment Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors		
Day	Start	Finish		Outdoors		
Mon			Please give further details here (please read guidance note 4)	Both		
Tue						
Wed				State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)		
Thur						
Fri						
Sat				Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sun						

E

Live Music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick [✓] (please read guidance note 3)	Indoors	✓	
Day	Start	Finish		Outdoors		
Mon			Please give further details here (please read guidance note 4) <ul style="list-style-type: none"> We intend to occasionally have live bands perform in the restaurant It may or may not be amplified, depending on the singer The audience will always be less far less than 500 people 	Both		
Tue						
Wed				State any seasonal variations for the performance of live music (please read guidance note 5) <ul style="list-style-type: none"> Will not be every week 		
Thur	12:00	23:00				
Fri	12:00	23:00				
Sat	12:00	23:00		Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6) These hours to be extended from the end of permitted hours on New Year's Eve to start of permitted hours on New Year's Day.		
Sun	12:00	23:00				

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick [✓] (please read guidance note 3)	Indoors	✓
Day	Start	Finish		Outdoors	
Mon			<ul style="list-style-type: none"> We intent to play recorded music in the restaurant The audience will always be less far less than 500 people 	Both	
Tue					
Wed			State any seasonal variations for playing recorded music (please read guidance note 5) <ul style="list-style-type: none"> Will not be every week 		
Thur	12:00	23:00			
Fri	12:00	23:00	Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6) These hours to be extended from the end of permitted hours on New Year's Eve to start of permitted hours on New Year's Day.		
Sat	12:00	23:00			
Sun	12:00	23:00			

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	
Day	Start	Finish		Outdoors	
Mon			Please give further details here (please read guidance note 4)	Both	
Tue					
Wed			State any seasonal variations for the performance of dance (please read guidance note 5)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors		
Day	Start	Finish		Outdoors		
Mon			Please give further details here (please read guidance note 4)	Both		
Tue						
Wed				State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Thur						
Fri						
Sat				Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)		
Sun						

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption (Please tick box ✓) (please read guidance note 8)	On the premises	
Day	Start	Finish		Off the premises	
Mon	11:00	23:00	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)	Both	✓
Tue	11:00	23:00			
Wed	11:00	23:00	Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6) These hours to be extended from the end of permitted hours on New Year's Eve to start of permitted hours on New Year's Day.		
Thur	11:00	23:00			
Fri	11:00	23:00			
Sat	11:00	23:00			
Sun	11:00	23:00			

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):

Name.....Elliot Robert Milne

Date of Birth.....

Address.....

Postcode.....

Personal Licence number (if known)

Issuing licensing authority (if known).....

K

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)

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variation (please read guidance note 5)
Day	Start	Finish	Non-standard timings. Where you intend to use the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 6) These hours to be extended from the end of permitted hours on New Year's Eve to start of permitted hours on New Year's Day.
Mon	7.00	23:00	
Tue	7.00	23:00	
Wed	7.00	23:00	
Thur	7.00	23:00	
Fri	7.00	23:00	
Sat	7.00	23:00	
Sun	7.00	23:00	

M Describe the steps you intend to take to promote the four licensing objectives:

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

- General comment from owner and DPS:
 - As the owner of Milk Beach, the nominated DPS for the premises, and a local Queen's Park resident, the promotion of the four licensing objectives is paramount to the operation of my café and restaurant. It is my vision for the café to have a positive impact on the local community. I believe Lonsdale Road has great potential as a community-hub to enhance the attractiveness of the area – and to achieve this each premises needs to be managed responsibly. Ahead of submission I had a call with the Brent Licensing Department, Brent Police Licensing team, Brent Building Control and Environmental Health Officer and have adopted their recommendations.
- CCTV
 - We will have two CCTV cameras viewing the entire area where licensable activities will be taking place – the inside space for customers and the outside seating area immediately in front of the café
 - Footage will be stored for 31 days, as recommended by the Police

b) The prevention of crime and disorder

- Design of premises
 - The premises is a very small site – all areas where licensable activities will take place are visible to members of staff at all times
 - This means there will be constant supervision of all licensable activities on the premises
- Customers and atmosphere
 - The culture of Milk Beach is to create an open, inclusive environment but focused on the local community
 - We aim to promote an atmosphere that is clam, refined, inviting, family-friendly and relaxed – such an atmosphere will not be conducive to and will help prevent the occurrence of crime and disorder
- External lighting
 - As part of the fit-out, external lighting will be installed to ensure the entire outside seating area is well-lit
- Security measures (in addition to CCTV)
 - As part of the fit-out of the café, we will be installing a new secure front door with dead-bolt locks to prevent break-ins
 - As part of the café fit-out we will be installing two security shutters behind the two large entrance doors in order to prevent break-in and secure the café
 - All outdoor furniture will be taken inside after closing to prevent theft
- Zero tolerance alcohol and drugs policy
 - Milk Beach has a zero-tolerance policy in relation to crime and any illegal activities including drugs
 - Any suspected drug activity will be responsibly questioned and the police will be informed if drug use is suspected
- Staff training
 - All staff will be trained (i) to be vigilant of crime and disorder and (ii) how to handle situations where crime and disorder occur
 - Procedures will:
 - Require staff to report any incident to on-duty site manager and ultimately to DPS
 - Include strategies to prevent conflict between staff and customers
 - Reporting criminal activity to police
 - Training to prevent sale of alcohol to under 18

c) Public safety

- External lighting
 - As part of the fit-out, external lighting will be installed to ensure the entire outside seating area is well-lit
- Fire extinguishers
 - Three fire extinguishers will be readily available: water, powder and foam
- First aid
 - First aid kit will be on premises at all times
 - DPS and Head Chef have received first aid training

d) The prevention of public nuisance

- Noise reduction
 - The café and restaurant closes at 23:00 every night so there will be no licensable activities occurring beyond this time, the kitchen will likely close 30-60 minutes before closing time
 - There is no extraction or external air conditioning units at the premises
 - During the day we do not expect any noise issues from the indoor or outdoor seating of the café – the premises environment will be a relaxed daytime café setting and Lonsdale Road is all commercial premises
 - During the evenings we expect the restaurant atmosphere to be relaxed, refined and we expect to have a young professional or older clientele
 - Outdoor furniture will be communal bench style seating, and therefore will not be moved regularly thereby reducing noise created when tables and chairs are moved around
 - Any music (live or recorded) will be played inside, however the doors will be open for this when the weather permits
- Alcohol service
 - We will have a zero-tolerance policy to serving alcohol to anyone who is intoxicated or causing a public nuisance
 - Free filtered water will be available at all times
 - The DPS has a Responsible Service of Alcohol Certificate (two-day training course)

e) The protection of children from harm

- Age Verification Policy
 - We will adopt a Challenge 25 Policy – anyone who appears under the age of 25 will be asked for photographic ID proof they are over 18 (with PASS hologram, driver's licence or passport)
- Age restriction
 - Anyone under the age of 18 must be accompanied by an adult after 18:00
- Staff training
 - Staff will receive training to prevent the sale of alcohol to under-18s

Checklist

Please tick ✓ Yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that 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 a 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.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent. (Please read guidance note 12). If signing on behalf of the applicant please state in what capacity.

Declaration

- (Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership) 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)

Signature

Date

Capacity

For joint applications signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent. (Please read guidance note 13). If signing on behalf of the applicant please state in what capacity.

Signature

Date

Capacity

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) Elliot Milne [REDACTED]	
Post town	Post code: [REDACTED]
Telephone number	[REDACTED]
E-mail address (optional)	[REDACTED]