

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

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

THE BUSINESS IS A SMALL SCALE SALE OF SEALED BOTTLES OF ALCOHOL, EITHER BY POST OR FOR CONSUMERS TO TAKE HOME. THE PRICE POINT WILL BE SUCH THAT THEY WILL WANT TO SAVOUR AT LEISURE, NOT CRACK IT OPEN AND GULP ON THE STREET. NO DISORDER ISSUES ARE FORESEEN.

b) The prevention of crime and disorder

WINE WILL BE HELD SECURELY ON THE PREMISES AND POSTED WITH REGISTERED CARRIERS, OR PACKAGED FOR HOME CONSUMPTION. WE WILL ALSO AIM FOR CASHLESS TRANSACTIONS.

c) Public safety

THE PREMISES AND GROUNDS HAVE ALREADY BEEN ASSESSED FOR SAFETY HAZARDS AS REQUIRED BY OUR PUBLIC LIABILITY INSURERS (TO COVER OUR HOLIDAY COTTAGE). WE CANNOT IDENTIFY ANY ADDITIONAL RISKS.

d) The prevention of public nuisance

NO ALCOHOL WILL BE CONSUMED ON SITE, MOST CONSUMERS WILL BE DRIVING AND UNLIKELY TO COMMIT PUBLIC NUISANCE. THE VOLUME OF TRAFFIC IS MINIMAL GIVEN OUR SCALE - NOBODY IS LIKELY TO DETOUR TO BUY FROM US.

e) The protection of children from harm

WE HAVE THREE CHILDREN ~~CLOSE TO~~ ON THE PREMISES WHO CAN TESTIFY TO THEIR LACK OF HARM. NO ADDITIONAL RISKS ARE FORESEEN - THEY WILL NOT BE INVOLVED WITH THE STORAGE OR SALE OF ALCOHOL AND NDLL WILL ANY OTHER CHILDREN

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