

Merton Council
Licensing Sub-Committee
30 November 2016
Supplementary agenda

6 Supplementary Agenda - Further Information - The Savanna

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**Application for a Variation of the Premises Licence – Savanna, T/A
Biltong and Bottle, Unit 2 Wimbledon Train Station, Wimbledon Bridge,
Wimbledon. SW19 7NL**

Statement of Peter Sparham

My name is Peter Sparham and act as a Licensing Consultant on behalf of Gardshol Enterprises Limited.

Previously I was a Metropolitan Police officer for 30 years, the last 11 years of which was as a Licensing Officer for the London Borough of Merton.

I make this statement in relation to an application to Vary the Premises Licence of Biltong and Bottle and is intended to provide some background information to assist the Licensing Sub-Committee when considering the application.

I have worked with Gardshol Enterprises for 14 years since the opening of the first shop in Raynes Park in 2004. I have had the opportunity to visit all three Merton stores on a number of occasions whilst employed as a Licensing Officer and have always found them to be well run, responsible and compliant in terms of alcohol sales.

Savanna

Savanna specialises in South African produce much of which is shipped directly from South Africa. There are seven stores in total, three of which are situated in the London Borough of Merton and five are situated within railway premises namely: Raynes Park, Wimbledon (Biltong and Bottle), Liverpool Street, Victoria and Paddington. There is also another proposed venue in London Bridge.

It can therefore be said that Gardshol Enterprises specialises in transport hubs and the associated issues they generate. As a result they work closely with Network Rail, British Transport Police and five different local authorities with their various licensing policies.

To ensure compliance with the Licensing Objectives Gardshol Enterprises operate to strict procedures across all of their stores including: -

- Extensive CCTV
- Training and re-training of staff, which is under constant review
- An age policy, currently Challenge 25
- Till prompts for items with age restrictions
- Refusals log
- Incident log

Biltong and Bottle

This licence for these premises was granted in January 2015. The shop is small and situated on the bridge area between the platforms, together with a number of other retail outlets. It specialises predominantly in food with alcohol sales being for the most part ancillary. The percentage split is estimated as 75% food, 15% alcohol and 10% sales of soft drinks.

The main customer base for this store is from the South African community or those familiar with South African produce. In addition almost all trade is passing trade from those travelling through the station. Generally, it is not a destination of choice due to its situation, behind barriers on a concourse. There is also less of a selection due to the lack of storage capability in this unit. A wider selection can be found in Savanna in Worple Road.

Biltong and Bottle adheres to all the aforementioned procedures, however there are additional features which ensure that the unit is more secure and less likely to impact on the Licensing Objectives, these include: -

- The counter is raised higher than the concourse making it difficult for potential thefts to take place.
- All displayed alcohol is situated against the rear wall of the premises, customers therefore have no access.
- Staff have full control of the sale process, which enables them to determine whether or not to make the sale.
- There are only wines, beers, lagers and ciders for sale.
- All beers, lagers and ciders are below 5.5% ABV.
- Alcohol sold at this unit is considerably more expensive than other outlets in the near vicinity. The average bottle of wine costing £18 and the average beer/cider is £8.49 for pack of 6.
- Although licensed from 0900 to 2200 daily. The premises operate until 2100.

Conclusion

Gardshol Enterprises is a responsible operator committed to ensuring good practice throughout their shops. Biltong and Bottle has been operation for just under two years without incident and without any adverse effect on the Licensing Objectives.

Peter Sparham



OTTLE





Fire exit



UNDER 25?
If you are under 25 years old, you are not allowed to buy alcohol from a shop unless you are with a parent or guardian.

Smart Water
Fanta
Coca-Cola

Fanta
Coca-Cola

m-eat!
Original

m-eat!
Original

m-eat!
Original

BOBOSOS BO
Original
Peri Peri
Drywios

Original
Peri Peri
Drywios

Plain Bites
Chalk Bites

Plain Bites
Chalk Bites

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