



**West Oxfordshire
Application for a premises licence
Licensing Act 2003**

For help contact
community.services@westoxon.gov.uk
Telephone: 01993 861636

*required information

Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

Love Wine

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

Richard

* Family name

Leonard

* E-mail

richard@lovewine.me

Main telephone number

01869 340075

Include country code.

Other telephone number

07891 551155

Indicate here if you would prefer not to be contacted by telephone

Are you:

Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

* Is your business registered in the UK with Companies House?

Yes No

* Registration number

08708993

* Business name

Love Wine Merchants Limited

If your business is registered, use its registered name.

* VAT number

-

Put "none" if you are not registered for VAT.

* Legal status

Private Limited Company

Continued from previous page...

* Your position in the business

Home country

The country where the headquarters of your business is located.

Registered Address

Address registered with Companies House.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Section 2 of 19

PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

Address OS map reference Description

Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Further Details

Telephone number

Non-domestic rateable value of premises (£)

Section 3 of 19**APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

Confirm The Following

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

Section 4 of 19**NON INDIVIDUAL APPLICANTS**

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

Non Individual Applicant's Name

Name

Richard W Leonard

Details

Registered number (where applicable)

08708993

Description of applicant (for example partnership, company, unincorporated association etc)

Continued from previous page...

Director, Love Wine Merchants Limited

Address

| | |
|-------------------------------|--|
| Building number or name | <input type="text" value="5"/> |
| Street | <input type="text" value="Cross Way"/> |
| District | <input type="text" value="The Bartons"/> |
| City or town | <input type="text" value="Chipping Norton"/> |
| County or administrative area | <input type="text" value="Oxfordshire"/> |
| Postcode | <input type="text" value="OX7 7HF"/> |
| Country | <input type="text" value="United Kingdom"/> |

Contact Details

| | |
|------------------------|--|
| E-mail | <input type="text" value="richard@lovewine.me"/> |
| Telephone number | <input type="text" value="01869 340075"/> |
| Other telephone number | <input type="text" value="07891 551155"/> |

Section 5 of 19

OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

6 Park Street is a self contained ground floor retail unit comprising of three internal spaces. The building was gifted to Woodstock Town Council by Elizabeth I. It has been used as a retail premises on lease from the town council for at least the last two decades.

The building is located on the north side of Park Street at the westerly end of a terrace of buildings including the Post Office between Brown's Lane and The Oxfordshire Museum (TOM) and opposite the Bear Hotel adjacent to the Town Square.

The unit encompasses approximately 571 sqft of internal space. A scale floor plan is attached. There is private residence over part of the space to the east and the north. The main shop area is single storey.

Continued from previous page...

The business Love Wine will retail a selection of quality wines from across the world wine producing regions. New-dispensing technology enables our customers to be able to have a tasting sample of 25ml from a selection of 32 wines. The tasting machines are controlled by credits applied to a smart card. This technology is fairly new but is being applied in many wine merchants.

Love Wine will be the first in Oxfordshire and one of the first outside London to incorporate this technology. The retail unit will be naturally separated into a forward/front merchandise and display area for wines and a limited number of specialist spirits as well as merchandise associated with consumption and enjoyment of wine; from glassware to accessories and branded items, gifts and books on the subject. There is an adjoining room from the shop which will be used for wine tasting and will contain 4 x Enomatic eight bottle climate controlled wine tasting dispensers. Each machine only dispensing wine when the appropriately credited customers control card is inserted. Wine is dispensed in a single 25ml measure to the customers glass positioned under the chosen spout. The Tasting Room will have 1 x Freestanding spittoon and a supply of bottle for drinking and glass rinsing.

The tasting room will have graphic display and an ipad resource for product information and links to selected relevant notes and guidance. When people are there will be tasting snacks such as crackers, cheese, olives and bread. Providing dry snacks and water is considered an appropriate and responsible accompaniment with tasting.

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

Section 6 of 19

PROVISION OF PLAYS

Will you be providing plays?

Yes No

Section 7 of 19

PROVISION OF FILMS

Will you be providing films?

Yes No

Section 8 of 19

PROVISION OF INDOOR SPORTING EVENTS

Will you be providing indoor sporting events?

Yes No

Section 9 of 19

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Will you be providing boxing or wrestling entertainments?

Yes No

Section 10 of 19

PROVISION OF LIVE MUSIC

Will you be providing live music?

Yes No

Continued from previous page...

Section 11 of 19

PROVISION OF RECORDED MUSIC

Will you be providing recorded music?

Yes No

Section 12 of 19

PROVISION OF PERFORMANCES OF DANCE

Will you be providing performances of dance?

Yes No

Section 13 of 19

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

Will you be providing anything similar to live music, recorded music or performances of dance?

Yes No

Section 14 of 19

LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

Yes No

Section 15 of 19

SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

For the two weeks leading up to Christmas from 10th December -23rd December wine sales and tastings will extend to 22:30hrs.

For the 4 weeks from 20th July - 16th August (High Summer) wine sales and tastings will extend to 22:30hrs.

For the 3 days of the Woodstock Literary Festival hours will be extended to 22:30 for related events.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name

First name

Family name

Continued from previous page...

Enter the contact's address

| | |
|--|--|
| Building number or name | <input type="text" value="5"/> |
| Street | <input type="text" value="Cross way"/> |
| District | <input type="text" value="The Bartons"/> |
| City or town | <input type="text" value="Chipping Norton"/> |
| County or administrative area | <input type="text" value="Oxfordshire"/> |
| Postcode | <input type="text" value="OX7 7HF"/> |
| Country | <input type="text" value="United Kingdom"/> |
| Personal Licence number (if known) | <input type="text" value="PL/1194"/> |
| Issuing licensing authority (if known) | <input type="text" value="West Oxfordshire District Council"/> |

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

Section 16 of 19

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

Section 17 of 19

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

TUESDAY

Start End

Start End

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

For the two weeks leading up to Christmas from 10th December -23rd December wine sales and tastings will extend to 22:30hrs.

For the 4 weeks from 20th July - 16th August (High Summer) wine sales and tastings will extend to 22:30hrs.

For the 3 days of the Woodstock Literary Festival hours will be extended to 22:30 for related events.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 18 of 19

LICENSING OBJECTIVES

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

Continued from previous page...

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

Love Wine offers the public the opportunity to discover, taste and buy from a range of individual wine producers from around the globe, where the provenance of the product and its quality is traceable. Our wine list is sourced for its exclusivity would not be available in other outlets in the region.

By its very nature and price point it will probably not appeal to the younger 18-25 market. The retail area and its access will consist of a central low level display and shelving to the west and east walls on two sides of the main shop area, all within an easy sight line of the counter/point of sale to the south wall.

CCTV will monitor the access and egress, point of sale and the tasting area. The tasting room will be equipped with water and a spittoon. Some seating may be used for the benefit of customers.

Any member of the public wishing to do wine tasting will be given a 10-15 minute introduction to the use of the dispensing machines and the techniques of wine tasting - the six stages of tasting that assess alcohol volume, smell and palate together the responsible consumption of alcohol and how to assess and record their tastings, plus a brief history of wine supply to the Oxford and the region.

The threat from shoplifting is considered quite low and with CCTV and the positioning and management of expensive product the risk is seen as low/minimal. The risk from burglary is considered to be low. The main shop area has wooden vertical tracked wooden shutters on the bay window that add access prevention and viewing through the windows when the shop is closed. Love Wine will incorporate the latest technology at the point of sale both in-store and via the web. We anticipate the majority of business to be via credit/debit card sales so the technology and vigilance will assist in preventing card fraud.

The business will always promote responsible consumption of all alcohol and our raison d'etre is quality not quantity and the opportunity for customers to taste before they buy will be supported with high levels of customer service.

b) The prevention of crime and disorder

The venue will have a CCTV security cameras installed for the protection of the public and staff and to act as a preventive measure to protect against theft of merchandise and illegal use of ID and antisocial behaviour. High value product will be kept in locked glass display cabinets. The building will be fitted with an infrared entry detection system and floor pressure pads and the front door exit will be alarmed. Persons displaying behavior associated with excess alcohol consumption will not be served.

c) Public safety

CCTV is installed for the protection of the public and staff and to act as a preventative measure to protect against theft of merchandise and illegal use of ID and potential antisocial behaviour. The installation of clear public advice and guidance information, including Drink Aware and Challenge 25 materials will be displayed at entry, checkout/point of sale and in all public areas including washroom and toilet. A smoke detection system is fitted, however, on assignment of the lease adequate fire protection and advice will be sort from the local fire authority and all extinguishers and protection will be assessed and upgraded accordingly to comply with certification, recommendations and liability. Appropriate public liability insurance cover will be purchased.

d) The prevention of public nuisance

Wine tastings will be controlled by a pre-loaded smartcard where the credits are offset against the value of the wine tasted - controlled by Enomatic wine dispensing machines and software. 20 Credits would on average supply 15 x 25ml measures. And 10 credits pro rata. If all wines are of a low value, one credit = one tasting sample. Where wines are of a higher value then up to 4 credits may be taken per tasting sample. We estimate the average consumption of wine to be in the region of 375ml. per adult maximum over a 1.5 - 2 hour period.

Continued from previous page...

We believe that this level of consumption and the shop operating times would give a very low risk of antisocial behaviour or public nuisance from wine tasting. And non from off sales purchases. The kerbside in front of the shop is controlled parking on a time limit which can be used for loading customer purchase if purchasing by the case and we will be providing Free Delivery on all case purchases within the county. The stipulated operating hours will also exclude nuisance caused by customer vehicle movements to and from the premises in the late evening/night.

Tastings would be operated on both an adhoc and pre booked basis. We believe that a maximum capacity of the tasting area to be around 10 persons. Access is controlled by the tasting card allocation from the main point of sale and the anticipated time of participation may be from 30mins to 1.5 hours.

e) The protection of children from harm

Children will be only permitted to the front shop area of the premises when accompanied by, and under the control of a responsible adult. No children will be permitted into the tasting room of the premises. Members of the public considered to be under 25 years of age will be challenged for age identity and if not proven will not be able to taste or purchase wines or spirits. Love Wine will be registered with the Responsible Drinking Charity - Drink Aware and Challenge 25 posters will be displayed at the point of entry and at the point of sale. We will choose not to serve customers who may be placing themselves or others at risk through excess alcohol consumption.

Section 19 of 19

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £87000 £315.00

Band D - £87001 to £125000 £450.00*

Band E - £125001 and over £635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £125000 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39999 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

190.00

Continued from previous page...

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Address

| | |
|-------------------------------|---|
| Building number or name | <input type="text"/> |
| Street | <input type="text"/> |
| District | <input type="text"/> |
| City or town | <input type="text"/> |
| County or administrative area | <input type="text"/> |
| Postcode | <input type="text"/> |
| Country | <input type="text" value="United Kingdom"/> |

DECLARATION

* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

* Capacity

Date (dd/mm/yyyy)

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/west-oxfordshire/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Love Wine
6 Park Street
Woodstock
OX20 1SP

Scale 1:100



Market Square & Park Street,
Woodstock Frontage

