



**Getir UK Ltd**

**Unit 1, Rutland Studios  
Cumberland Park, Scrubs Lane  
London  
NW10 6RE**

## **Application for a Premises Licence**

### **Applicant's Case Summary**

1. This is an application for a new Premises Licence at Unit 1, Rutland Studios, Cumberland Park, Scrubs Lane, London, NW10 6RE ("the Premises").
2. The applicant is Getir UK Limited ("Getir").
3. The application seeks a Premises Licence for the Premises for the Sale of Alcohol (Off-Sales Only) 24 hours a day, Monday to Sunday in keeping with Getir's normal business hours.
4. The Premises is a warehouse and dispatch centre. It is inaccessible to members of the public and members of the public cannot come to the Premises to buy drinks.
5. Getir means "bring" in Turkish, which is where the company and the concept originated. The concept is very simple - Getir deliver household groceries to customers rather than them having to go out of them. They are, in effect, an online convenience store.

6. In order to do this, Getir charge a small uplift on the standard price of the item and a fixed delivery fee. Orders are placed via an app or online via a website.
7. This application seeks to allow alcohol to be one of the items that Getir sells from the Premises. Nothing more, nothing less.
8. We invite you to consider the following alternative scenarios:

#### **Scenario A**

Getir operate this Premises selling household items to customers. **This does not include alcohol.** The deliveries are picked up by delivery drivers and they are delivered to customers. This goes on 24 hours a day, 7 days a week. It does not require a Premises Licence because no alcohol is sold.

#### **Scenario B**

Getir operate this Premises selling household items to customers. **This includes alcohol.** The deliveries are picked up by delivery drivers and delivered to customers. This goes on 24 hours a day, 7 days a week. It requires a Premises Licence in order to sell alcohol.

9. There is no substantial difference in the operating model set out in Scenario A (no alcohol) and Scenario B (selling alcohol) save that Scenario B, affords the Licensing Authority a significant amount of control (above and beyond the many regulatory powers you already hold) as to how Getir operates its business.
10. What we invite you to consider when determining this application is whether by the mere fact that alcohol is included within a particular order that the Licensing Objectives will be undermined or negatively impacted on.
11. We say, for a number of reasons, that they will not.
12. Getir operate from a significant number of sites in and around London. The sites are, almost exclusively, located similarly to this Premises e.g. on small industrial estates within close proximity to residents. Getir's

business model is to ensure that goods are delivered to customers efficiently and to do that Getir need to be in close proximity to their customers.

13. Getir have experience of operating in close proximity to residents. They are extremely good at it and they know what can and must be done to ensure a balance between their right to operate their business and the rights of residents not to be disturbed by that business. In short, they have proven time and again that they are “good neighbours.”
14. Getir’s operating schedule has been finessed over the number of applications it has made, but it includes the sorts of measures that any Licensing Authority would expect to see from a grocery delivery company to promote the four Licensing Objectives.
15. Getir rarely receive objections from the Responsible Authorities and when they do receive objections, it is usual for Getir to reach an agreed position with them as they have done in this case. A copy of Getir’s operating schedule (as originally submitted) can be found at pages 17 to 18 of your agenda papers, it includes:
  - a. No public access to the premises
  - b. Internal servicing/waiting areas for drivers
  - c. CCTV
  - d. Monitoring of driver behaviour
  - e. The operation of a challenge 25 scheme
  - f. Staff training
  - g. A refusals register and an incident log
16. All of the above are conditions that Getir operate successfully and in compliance with at their other sites around London.

17. In addition, an agreement was reached with your Police Licensing Officers, in regard to delivery location and CCTV specifications. These can be found on page 26 of your agenda papers.
18. Getir's applications invariably attract objections because of the hours sought and by and large, some site specific concerns (which this summary will deal with later) excepted, the concerns are invariably the same:
  - a. Noise from staff;
  - b. Noise from vehicles;
  - c. Noise from general operation;
  - d. Attracting criminals to the area;
  - e. Road user safety and so on.
19. Every time Getir's applications have been confronted with these concerns it is fair to say that the concerns have not been borne out in practice and there is no reason to believe that the situation would be any different at this Premises.
20. Getir exercise an enormous degree of control over their staff and delivery drivers. That starts with a comprehensive training programme that is delivered at a corporate level and that is refined on a site by site basis - Getir look at the particular characteristics of each site they go into when training their staff.
21. The control measures continue with policies specific to Getir's premises and their expectation that all staff will ensure that Getir's standards, which are relevant to the Licensing Objectives, are upheld at all times both on delivery and at base.
22. Getir endeavor to use electric or non-motorised vehicles for all of their deliveries however, Getir's expansion has meant that it has not been

possible to secure electric vehicles fast enough to keep up with their expansion. This shortage has meant that Getir have had to resort to other vehicle types for their deliveries, but they are alive to the fact that noisy mopeds aren't a good idea late at night. To that end, Getir will endeavor to only use electric or non-motorised vehicles to make their deliveries during sensitive hours and offer a condition to that effect. Please refer to our list of suggested conditions below.

23. Getir knows that its operation cannot upset local residents or neighboring businesses and that if their operation does, that mechanisms exist for enforcement action or a review of the premises licence to be taken. With that in mind Getir make sure that the way its staff operate within the confines of its premises isn't a nuisance to local residents. This includes common sense measures like ensuring that doors are self/soft closing and ensuring that windows are double glazed/kept close during sensitive hours.
24. Another issue that Getir often face when making their licence applications are concerns that aren't relevant to the Licensing Objectives such as traffic, parking, unloading/loading of supply vehicles, general road safety and the protection of children from harm (both in the sense of children using the road and in their own homes). Both the Public Safety and Protection of Children from Harm Licensing Objectives relate to the safety of the public/protection of children within Getir's Premises and because there is no public access to the Premises there is no way that either Licensing Objective is engaged in relation to this application.
25. Many of the representations refer to this not being the correct site, or rather not wanting this type of business to exist at all, neither of which are relevant to the Licensing Objectives, nor up for consideration as part of the Licensing process.
26. In summary, and without wishing to prejudice anything that may be said at the Licensing Sub-Committee hearing this is a well put together application by an operator who is used to trading these kinds of Premises without issue in built up areas. The vast majority of the objections to the application seem to be generic and where specific concerns have been

raised Getir have looked to address them by agreeing appropriate and proportionate conditions to deal with them.

27. We look forward to discussing the application with you in more detail at the Licensing Sub-Committee hearing and at the conclusion of that hearing we will be asking you to grant this application subject only to conditions appropriate and proportionate to the Licensing Objectives.
28. Thank you for taking the time to read this Case Summary. Please see below for an up to date list of additional conditions and suggested conditions proposed by Getir.

**Chris Nixon**  
**UK Compliance Manager**  
**Getir UK Limited**