

Dear neighbours,

We are Russian and Eastern European Food Deli - very niche business, serving Eastern European customers, who are missing food from their home countries. Our customers normally travel to us to do their weekly shopping as we sell everyday food items like rye bread, buckwheat, home made ready meals, dairy.. as well as luxurious items like black caviar and selected wines.

We have other two stores located in Bayswater and East Finchley and have been trading for 11 years. Also we sell online so we can serve more customers. Please check our website:

<https://dachashop.co.uk/>

The wide range of people are visiting our stores, but our main customers are wealthy Eastern Europeans living in central London. I believe that our business can improve the road even further as we are destination store and we potentially attracting people to move to our area and increase the diversity. Also we strongly feel that our customers, who are new to the street potentially will use other businesses on the street like hair dressers and restaurants.

When we applied for manor variation to add ability to sell beer in our store, we have received 5 representations against us. Most of them are regarding the same concerns therefore I write one replay. Most of the concerns are not an issue to us as we already are complying with them.

One of the main concerns we received is Chelsea Football Match day. We have agreed the new conditions with the police:

1. On days when Chelsea football club are playing at home, or a Chelsea Football Club victory parade takes place, the premise shall not sell alcohol Three (3) hours before the advertised kick off time until One (1) hour after the match has been completed.
2. Signs shall be clearly displayed at prominent positions in the premise informing patrons that alcohol is not for sale during Home Chelsea Football fixtures.
3. Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.

The other big concern is regarding our deliveries, quoting:

"That any deliveries at any time, to the greatest extent possible, should be by silent bicycles, silent electric bicycles or silent electric two-wheelers with registration number plates."

Neighbours are concerned about noise and nuisance caused by load motorbikes and delivery drivers hunting around on Barclay Road.

We already have two conditions on our premises licence regarding deliveries/collections:

4. Refuse/recycling collections associated with the premises shall not take place between 23:00 and 08:00 the following day.
9. Deliveries to the Premises shall not take place between 11:00 p.m. and 08:00 the following day.

We are located on the busy main road and our order collections finishing straight after 8.30pm as our platforms closing at 8.30pm. There are businesses around us like Chosen Bun, Whole Foods, Waitrose, Domino Pizza, Sainsbury's Express, etc., who make hundred of times more deliveries and some of them work way later then 9pm (our closing time). Also the drivers are not hired by either of those businesses. They normally work as self employed in agreement with Deliveroo, Uber Eats or other platforms. Therefore I don't think we can agree on such a condition as we cannot control transport noise and third parties transportation methods on the road during the day.

The other concern is regarding our waste collection:

"The applicant must ensure that and must use all best endeavours to affect all commercial deliveries and collections to and from the shop, and all refuse collections from the shop, should be made during normal business hours (9am – 5am) i.e. during the school day and at weekends; and

No refuse bags or other rubbish should be left outside the shop when the shop is closed and should be left outside for the shortest time possible considering refuse collection times. All alcohol related packaging or objects should be disposed of in opaque black or other non-look through bin bags so that they do not indirectly highlight or identify these

products.”

We have a waste collection contract with first mile. We must put the waste to clear bags so the waste collectors can see that we sort our waste correctly. For the cardboard collection they must be put in bunches for up to 5kg with the sticker tape on each bunch. In that bunch will be less than 5% of alcohol boxes on delivery days only. Therefore it is not possible to put the cardboards to non-look through bin bags. Please keep in mind that our alcohol sales are below 5% of our total sales.

The neighbours have concerns regarding Prevention of Children from Harm objective:

“At any time, any products such as special foods, filled sweets and filled chocolates with alcohol inside shall not be sold to children.”

We normally do not sell any food items filled with alcohol, like sweets, cakes. But if we get any of such products sometime like for Christmas, anyway we exercise Challenge 25 and we would not sell them to a child for under any circumstances.

“All spirits are to be sold from behind the counter and should not be on display in stacks on the floor or similar.”

All our wines and spirits are displayed on the shelves behind the till counter and is not accessible to the customer.

“No advertisements for alcohol shall be placed in the shop front windows.”

We do not have any advertisement of the alcohol.

“Alcohol in the shop is very clearly visible from the road.”

We appreciate the concern to protect the children.

Our wine and spirits are displayed on the shelves behind the till counter which is located in the front of the shop. The reason of this is to avoid shop lifting and harm for children. We are located in the front front of the school across the road. As well we are corner shop and the alcohol is visible through the front window and top of the side window. To make less temptations and to protect the children we can cover the front window if it's necessary. However through the side window the alcohol is not that visible and we need some sort of natural light. Therefore we cannot cover that window.

“students in uniform should not be allowed in the shop.”

We cannot agree with this condition as students sometimes come after school with their parents or by themselves to buy some snacks. We exercise Challenge 25 and we taking our responsibility as premises licence holder very serious and we are not intended to harm children.

As we understood from the representations, most of the concerned neighbours never visited our store. And none of them lives on our road. Therefore we invite all of you come to our store and experience for yourselves who we are and what we do. I think we have enough positives to be able to coexist in the same neighbourhood. We are responsible and reputable business and part of Fulham community responsible and interested in our areas state as our team are the people who wants to go home on clean, tidy, free of nuisance and safe streets.

Please let us know if you have any more concerns regarding this matter.

Thank you

Sincerely yours,

Audrone Baltulyte