

Coventry City Council

held at 10.00 am on Monday, 11 July 2022

Councillor J Birdi
Councillor J Clifford
Councillor R Thay (Chair for the Hearing)

S Ahmed, Law and Governance
D Blackburn, Streetscene and Regulatory Services
S Harriott, Law and Governance
R Masih, Streetscene and Regulatory Services
C Sinclair, Law and Governance

None

7. Appointment of Chair

8. Declarations of Interest

9. Application for a Premises Licence under the Licensing Act 2003 - Application for a New Premises Licence (Mix Me Ltd, 116 Melbourne Road, Coventry, CV5 6JH)

The Sub-Committee considered an application for a new Premises Licence in respect of Mix Me Ltd. The application requested the sale/supply of alcohol (off sales only).

A Premises Licence application for Mix Me Ltd was received on 17 May 2022. The application was requesting the sale/supply of alcohol (off sales only); Monday to Sunday 24 hours per day. The application was for an e-commerce-based business from a residential property where orders were made online and drivers would deliver to local consumers.

During the 28-day consultation period, the applicant agreed with Environmental Protection to amend the application to reduce the sale/supply of alcohol to Monday to Friday 09.00 – 18.00 hours, conditions had also been agreed with Trading Standards & Planning (set out at Appendix 1a of the report).

The Licensing Officer outlined the report, confirming that the application was for a new premises licence. He confirmed that two representations were made. The Licensing Officer stated that no Responsible Authorities had objected to the application and that during the 28-day consultation period the Applicant agreed to amend the application to reduce the hours in respect of the sale/supply of alcohol and further conditions were agreed with Trading Standards and Planning.

The Applicant then presented his case. He explained that the purpose of Mix Me was purely based on cocktail mix delivery and that it was an e-commerce-based business and as such the Applicant was not expecting anyone to come to the door. The Applicant further stated that there would be no particular impact with delivery drivers as there would not be any commercial delivery to his property and that he would be picking up the products from elsewhere and delivering the products himself. The Applicant stated that this would mean the concerns regarding parking and the public hanging around were issues that would not arise. He clarified that the products will be contained in boxes made up of alcohol, juices and fruits depending on the customers' order.

The Applicant stated that he had spoken to a relation of one of the objectors, on Friday 8th July, regarding the concerns with parking and people coming to the property. It transpired that there was a misunderstanding as to how the business would be run. The Applicant stated that he believed the agreement he has with Trading standards, Planning and Environmental Protection was a fair compromise. The Applicant stated that as a new business he will not be expecting many orders to begin with and that the current premises was not a permanent location. If the business grows bigger, the Applicant would be looking to conduct business from elsewhere.

The Sub Committee asked the Applicant about the following matters:

- The volume of orders/products needing to be stored at the property and whether the Applicant would be preparing the cocktails or the ingredients only for the cocktails. The Applicant clarified that it would be difficult to provide an actual number as to demand as his business model was new and he cannot compare it to competitors. Specifically, the Applicant's business was based on the convenience of being able to order products online and them being delivered to the customer. The Applicant stated that he is not in a position to assess how many orders he is likely to receive given that it was a new business but that he did not expect to have more than 10 orders a week.
- Whether it was expected that customers would order for particular large events such as weddings or if it would be individuals. The Applicant stated that it would be for a mixture of both.
- How the supplies would be delivered. The Applicant clarified that he would pick them up from another location, make up the kits and deliver to customers.

In summing up, the Applicant explained that his business was a low-risk enterprise, once his business grows and there was a high level of demand and he can no longer function from home he will expand accordingly by moving to a different location. The Applicant would be looking to obtain loans, if the business grows, to be able to secure a bigger location. The Applicant stated that he has met most of the licensing objectives as he had sought to clarify any

miscommunications. The Applicant further stated that his business was a reasonable venture at the current location and that he would be looking to move elsewhere as the business grows.

RESOLVED that the premises licence application in respect of Mix Me Ltd, 116 Melbourne Road, Coventry be granted subject to the conditions already agreed with Environmental Protection, Trading Standards and Planning.

10. **Any Other Business**

There were no other items of business.

(Meeting closed at 10.30 am)