



Massary Exchange Ltd  
T/A Stockbev  
42-44 Clarendon Road,  
Suite 214, 2<sup>nd</sup> Floor  
Watford, WD17 1JJ  
Hertfordshire

Mark Savage-Brookes  
Environmental Health & Licensing, Safer Communities  
Brighton & Hove City Council  
2nd Floor, Bartholomew House,  
Bartholomew Square, BN1 1JP  
East Sussex

25<sup>th</sup> September 2020

Dear All,

**Ref: Licensing Application Trading Address: 7 Duke Street, Brighton, BN1 1AH**

I am the Director and owner of Massary Exchange Ltd & trading as Stockbev. Stockbev is trademark name and it is registered at the Intellectual Property Office. I have 12 years of experience in wholesale food and beverage business trading. Our other wholesale company have an import and export license, WOWGR and have AWRS (Alcohol Wholesale Registered Scheme) to distribute goods B2B & to the local UK market.

Massary Exchange, trading as Stockbev is our first premises and a new venture start-up business that we are establishing a physical presence specialised in trading in alcoholic & non-alcoholic beverages whilst providing educational services, pre-booked learning and tasting courses of variety of high-end beverage drinks and teaching about alcohol awareness to consumers. The purpose of these courses are to make consumer aware how to consume and enjoy their beverage with different types of foods, how to make cocktails at home with their family and friends, and if they were to purchase the product from us we would provide them menu guidance of making various cocktails at home and experience their drink leisurely. We want our customers to consume alcohol responsibly. Our business establishment is not a regular off licence but a unique contemporary business that the stockist will have products from all around the world.

For instance, we will stock products like organic whisky, organic & gluten free beer, non-alcoholic beer, organic wine, Mexican Cola like Jarritos (non-alcoholic drink from Mexico), Vivi Kola (non-alcoholic drink from Sweden) and other branded products. Our products will be stocking a variety of flavours of products that consumers can purchase and experience. These would also include liquor chocolates and other luxurious products as part of our portfolio. If you have experienced the renowned Michelin Chef Heston Blumenthal food and taste experience, the liquor and experience he brings is second to none. Similarly, we shall be bringing speciality area of products that consumers will experience and appreciate their

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products. We want people to experience top class products that are niche. A niche product would be classed where a basil leaf is made from a liquor and this product when consumed has a sweet taste, the percentage of alcohol is only 3-8% a tiny content of alcohol when consumed melts and gives you an experience of variety of pallets. These are few examples of products that we intend to stock and sourcing them are very expensive, which is why we specialise in products that makes us different. We also expect of stock Kosher alcoholic beverages, which are unique from Israel and other parts of the world, which we will stock diverse portfolio of products. All of our products will be sold for home consumption and not to be consumed on site socialising.

On consumption, this objective will only be for customers who have online and pre-booked for tasting courses and learning experience, the educational or course time will be from 10am – 6pm and thereafter there will be no consumption of products on site or courses held on site until the next session. The tasting will be served in a shot glass of not more than 15 – 25ml for tasting purposes. The course could last between 1 – 2 hours and this would be dependent on the type of product and tasting event taking places. A maximum of 5 – 10 people could attend at any time and the tasting would be conducted on our premises in basement area specifically for tasting courses. In addition, we anticipate 5 – 8 course sessions per day, which will be charged via our online booking system or on premises. Customers who are enthusiast about learning about their beverage can enrol about becoming a master distiller by enrolling to Herriot University in Scotland and can take their course online. These are options customer can choose to make a career and become a specialist in brewing and distilling. Alcohol production is an art itself; it provides people the experience and taste of various pallets and creates a friendly and sociable gathering at home, celebrations or business events.

The purpose of our business is not to add nuisance or impact that is already there but educating people, which differentiates from other business in the area. We want people to enjoy their beverage responsibly and as a responsible trader it is essential that we also provide learning and teaching experience for people how to consume their beverage and be a responsible for their consumption of alcohol. We want to people to learn about alcohol beverage, how the chemistry is involved in producing alcohol and how it helps the farmers with the waste collected from alcohol production. The experience and teaching we are bringing to the community and in the Brighton, lanes are because we would like to work with people understand that consuming alcohol irresponsibly impacts people's lives and health. As a trader I understand this but there are far greater issues where people could take their consumption as a teaching, educate and also have a future career in something individuals like to consume. Our aim in the community is bring a high-end image of our brand, our trade and that people appreciate what we are offering to the community.

The type of customer we expect to purchase goods from us are professionals, family, local community, businesses like wedding events, government embassies, airlines and corporate companies that will purchase goods of high value and niche products.

First and foremost, I must address that when I submitted my application for 24 hours, I was unaware that the location and the area I intend to do business is a cumulative impact zone. Having read the policy and made aware of the requirements, I would therefore like to amend my operation hours from 24 hours to the following hours:

**9am – 10pm Monday to Sunday.**



In our application, the business is not a pub but a contemporary shop for beer, wine and spirit. We are traditionally not an off-license shop but will be more like a speciality beverage premises where we intend to sell high end quality products from all around world. These products are craft beer, supporting small British breweries and other small manufactures from around the world. The products stocked will not be found in a normal off-license shop. In addition, we will be importing organic wines, wines have variety of tastes like plum wine, strawberry wine, basil wine, methane (mint) wines and organic whiskies. We will stock branded products and have a mix type of product that differ from regular off license shop.

We have submitted in our application to grant us drinking on premises but this is not to serve alcohol but to only have wine or spirit tasting classes. These events are not conducted on daily basis, which means we can also use TEN application for certain events. However, this would limit our drink awareness, teaching courses and tasting classes. We would like to work with the local community and also government professionals to redirect the issues already present but this can work with fresh ideas and teaching that is unavailable.

Any beers cans or bottles sold on premises will not be less than 4 pack. It is evident that having products sold in individual cans causes more binge drinking and we want to work with your office, the local police, NHS and the community to ensure that city's safety and nuisance is controlled. As a business, this will be our core business policy. We want to bring opportunities in the city such as employment and also want to make the city a safer place. We want to ensure that vulnerable people are also protected from alcohol abuse. This is the reason we could be the first contemporary business to bring drinking awareness course for people how to consume alcohol and business.

It is our policy of the business to ensure that we take social responsibility and also ensure that consumers are aware of their impact it can cause. Our aim of business is to provide high end products to consumers and enjoy their drink with food.

The premises will not be serving food other than ambient food.

In addition, we have intent to apply the attached policy to our business to ensure that we can support Sussex Police, meet licensable activities and more:

CIZ & SOLS Policy & Procedures:

Crime Preventions:

- a. If in the CIZ or SOLP, we will shut the shops if the issues are causing nuisance and limit the sale of alcohol, we will ensure that consumers are fully age verified
- b. Staff will be trained and DPS will be employed full time to be on site between 7pm – 10pm, although such supervision may mainly be for pubs, bars but as a responsible business we intend to ensure that we monitor our new venture for at least a year or more. Any issues will be formally recorded, lodged in a diary for the police to deal with crime or nuisance. Our aim is to ensure we work in partnership with the Police, the community and licensing office to manage and create a safe environment



- c. We will apply section 4.3.1 of the policy to members of the BCRP night safe radio scheme which will support our business and work in partnership with the Police. This well managed shop scheme will reduce and deter violent crime and disorder.
  - d. We will refuse to sell alcohol if the person is already intoxicated or drunk intending to purchase more products
  - e. We will install CCTV that will hold data for at least 90 days in our systems. We will install coloured CCTV that will cover outside the premises and internally.
  - f. All persons purchasing alcohol will need to register on their app, website in order to purchase alcohol when purchasing through ecommerce and good will be delivered to their home from 10am – 10pm. No delivery of alcohol after 10pm in the city.
  - g. The shop will create a membership point based system, which will reward consumer to learn how to consume their drinks with different types of foods or donate their points to drink awareness community e.g. non-profit alcohol organisations that teach and support community from abuse of alcohol.
  - h. We will install a shutter that will secure the premises and prevent crime where the premises have glass installed.
2. Public Safety
- a. We will work with suppliers and manufactures to supply with products that are shatter proof, and glass bottles can be recycled.
  - b. The safety plan is to ensure that people entering the premises are limited and apply COVID 19 Government guidelines where Government guidelines are enforced.
  - c. In addition, the business will not play any form of music or conduct any entertainment events
  - d. Our premises are smoke free zone areas, we do not intend to sell any cigarettes on premises. Signs will be posted to show this to customer
  - e. A sign post will be about keeping noise low and to be aware of neighbourhood and CCTV in operation.
  - f. The premises will have sufficient night light area for individuals to see when walking.
  - g. Door supervisor or SIA officer will ensure to protect consumer and if vulnerable will support consumer to access taxi safely and reach home. A record of such event will be noted in a diary, which the police and safety officers can review.
  - h. Staff employed will be trained fully to manage public safety.
3. Protecting Children from Harm
- a. To verify age that appear to be below 25 and restrict the sale of alcohol of persons under the age of 18.
  - b. A clear sign post will be on notice to state that customers below the age of 18 must be accompanied by an adult and supervised at all time.
  - c. Smart identity verification will be installed to ensure counterfeit ID are reported to the police and matter is recorded.
  - d. Training will be given to all staff working on the premises
4. Apply section 8 of the policy attached, reference page 8; integration of strategies, as a responsible business will work with local partners, community forms and ensure that we have a key person attending meetings via electronic (zoom, team meetings) or in person to ensure that our business impact is minimal in the city.
5. Health & safety
- a. Fire Safety – the premises & business will be fully regulated by general duties of the current fire safety regimes and keep up to date records



- b. Noise Nuisance – reports will be recorded; statutory and public nuisances will be informed to the Environmental Health department under the Environment Protection Act 1990. A noise nuisance policy is in place for staff and how to manage consumers.
  - c. Equality Act – No persons shall be discriminated regardless of their age, gender, race or ethnic background.
  - d. Community relations – we will maintain a relationship with various community leader, attend meetings that will address crime prevention, noise reduction / nuisance, work in partnership with communities. Our aim will be to work with community to reduce and prevent anti-social behaviour within our business areas and work with people to resolve matters.
6. Promoting and Irresponsible drink promotions:
- a. The business objects irresponsible drinking and promoting products that will impact people's health and welfare, which is why the business will provide drink awareness courses, how to consume alcohol and how to enjoy your drink, whilst experiencing products that can be consumed without causing harm to self, others and have a good time.
  - b. The business does not intend to sell products that will be buy 2 or get 1 free, such promotions will be prohibited and not promoted
  - c. Business will voluntarily sell alcohol especially beer not more than 6% ABV to customers i.e. if buying a case of 4 and 8% if buying a case of 12, respectively. All products sold to customers will be prohibited from drinking and opening their products on the CIZ, customer violating and behave disorderly will be barred from sale of purchase. An incident report will be entered in a log book. This book will have a record of refusal system under the policy and procedure, which staff will adhere to stringent procedures.
  - d. No sale of single can on CIZ or SOLS zone
  - e. Display will not be located at entrance / exit points or near check out.
7. Policy and Procedures that will be in place
- a. Challenge 25 policy
  - b. Safe guarding policy
  - c. Public and Safety Policy
  - d. Protecting Children from Harm Policy
  - e. Health and Safety Policy
  - f. CIZ & SOL Policy Procedures
  - g. Crime and Prevention Policy Procedures
  - h. Emergency and Safety Community Policy Procedures
  - i. Environmental Policy & Procedures
  - j. Anti-social behaviours, disorderly and vulnerable social responsibility
  - k. Records Policy and procedures
  - l. Data Storage Protection Act

The above policy and procedures will be available on premises and any staff working will be fully trained to work as per trading standard and adhere to licensing objectives. In addition, it is important that we work in partnership to promote a safer community and provide employment opportunities, education and awareness of how we as a business can benefit the community. As a responsible business, we seriously take social responsibility seriously and will work with various community partners to ensure that people enjoy their beverages responsibly.



Our objective of business is making profits but at the same time to be a responsible trader. We want to work in partnership and be part of a greater community that will unite us together. Our investment in the local community will provide employment opportunities, apprenticeship for 18 years and above and future career opportunities in a GBP 84 billion economy in the next 5 years.

Sincerely,

Massary Exchange Ltd  
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