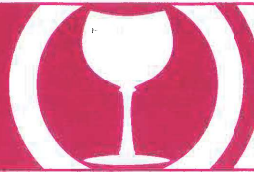




Te Kaunihera ā-Rohe o Ngāmotu

New Plymouth
District Council

FORM 4

Application for off-licence
or renewal of off-licence

Sections 100 and 127(2), Sale and Supply of Alcohol Act 2012

Complete this form with the assistance of the application for off-licence or renewal of off-licence guide - numbers in this form relate to explanatory notes in the guide.

1. This form must be accompanied by the prescribed fee.
2. Within 20 working days after filing this application with the District Licensing Committee (DLC) (or 10 working days if it is an application for renewal), the applicant must give public notice of it in *Form 7 - NEWSPAPER OR INTERNET*
Public notice of application for on, off or club licence or variation of conditions
The notice must be given in compliance with regulation 36, 37, or 38 of the Sale and Supply of Alcohol Regulations 2013 (whichever applies to this application).
3. Except in the case of a conveyance, within 10 working days after filing this application with the DLC, the applicant must ensure that notice of this application in *Form 7 - NOTICE ON BUILDING*
Public notice of application for on, off or club licence or variation of conditions is displayed on the premises to which it relates, in a place (whether inside or outside the premises) where it can conveniently be read by a person outside the premise.

1. Application type

1a. Are you applying for a new licence or a licence renewal?

☒ New☐ Renewal
(no changes)☐ Renewal with
variations (hours)☐ Renewal with variation
(re-definition of licensed area)1b. Is a licence already held for the premise
or conveyance concerned?☒ Yes☐ No

If yes, state which type of licence:

2. Applicant details

2a. Licence holder

JPD RETAIL LIMITED

2b. Contact person

JADE
First name(s)CVNLIFFE
Surname2c. Residential address
(include postcode)8A KEATS PLACE
WHAALERS GATE, 4314

2d. Contact details

Work

Home

02102459336
Mobile2e. Email
(where correspondence
is to be sent)

JADE.CVNLIFFE@FOODSTUFFS.CO.NZ

3. Premise details

3a. Current/proposed
trading name

FOUR SQUARE OAKURA

3b. Premise address

1129 SOUTH ROAD
OAKURA, 4310

3c. Type of premise:

☒ Supermarket☐ Class 1 club☐ Hotel☐ Remote sale☐ Grocery store☐ Class 2 club☐ Tavern☐ Bottle store☐ Winery cellar door☐ Class 3 club☐ Other premise (specify)

Please turn over

OFFICE USE ONLY

Date received 4/5/2022
Time received 10:15am
Received by C. WebbApplicant # 660154
Property # 4449
Land # 95169Scanned by
Advertised: ☐ Newspaper
☒ InternetApplication # L102210766
Document #
Amount paid \$1449.00

premise name : 394283

RECEIVED
04 MAY 2022PAID
Lindet Street, Private Bag 2025, New Plymouth 4340, NZ, Telephone 06-759 6060, Email enquiries@npdc.govt.nz, Website www.npdc.govt.nz

3. Premise details – continued

3d. What part of the premise (if any) does the applicant intend should be designated as:

A restricted area?

NIL

A supervised area?

NIL

Undesignated area?
(specify reason)

ENTIRE PREMISES. SO CUSTOMERS CAN
PURCHASE GOODS ON SALE.

3e. Is the licence sought conditional on construction
or completion of building work?

☐ Yes

☒ No

3f. Does the licensee own the proposed
licensed premise?

☐ Yes

☒ No

If no, what is the full name and address of the owner?

ANATUNA FARMING TRUST

What form of tenure of the premises does the applicant have (including term of tenure)?

STANDARD LEASE WITH RIGHTS OF RENEWAL

4. Alcohol trading hours

4a. On which days and during which hours does the applicant propose to sell or supply alcohol under
the licence?

Day of the week

Hours

MONDAY	from	7.00AM	to	9.30PM
TUESDAY	from	7.00AM	to	9.30PM
WEDNESDAY	from	7.00AM	to	9.30PM
THURSDAY	from	7.00AM	to	9.30PM
FRIDAY	from	7.00AM	to	9.30PM
SATURDAY	from	7.00AM	to	9.30PM
SUNDAY	from	7.00AM	to	9.30PM

4b. For renewal applications.
Do you propose to change your current
licensed hours?

☐ Yes (specify your current
licensed hours below)

☐ No

Day of the week

Hours

	from		to
	from		to
	from		to
	from		to
	from		to
	from		to
	from		to

5. Endorsements

5a. Indicate if an endorsement is sought or sought to be renewed:

☐ Auctioneer

☐ Remote seller
of alcohol

☒ Not applicable

6. Further applicant details

6a. Status of applicant:

- ☐ Individual person
 ☐ Body corporate
 ☒ Private company
 ☐ Partnership
 ☐ Public company
 ☐ Other (please specify)

6b. Further details where the applicant is an individual person:

Place and date of birth	Birthplace	DOB
Maiden name (if applicable)		
Occupation		

6c. Further details where the applicant is a body corporate. Incorporation details:

Date of incorporation	
Place of incorporation	

6d. Further details where the applicant is a private company. Incorporation details:

i. Date of incorporation	20TH JANUARY 2022
Place of incorporation	AUCKLAND NZ, 8289620

ii. Capital ☒ Authorised capital ☐ Paid-up capital

iii. Full details of each director, secretary and each person who holds shares issued by the company:

Name	JADE ELIZABETH CUNLIFFE		
Address	8A KEATS PLACE, WHALEYS GATE		
Place and date of birth	Birthplace	AUCKLAND, NZ	DOB
Position held/Face value of shares held	Position	DIRECTOR	Shares
			100%

Name			
Address			
Place and date of birth	Birthplace		DOB
Position held/Face value of shares held	Position		Shares

Name			
Address			
Place and date of birth	Birthplace		DOB
Position held/Face value of shares held	Position		Shares

Name			
Address			
Place and date of birth	Birthplace		DOB
Position held/Face value of shares held	Position		Shares

6e. Further details where the applicant is a public company. Incorporation details:

i. Date of incorporation	
Place of incorporation	

ii. Capital ☐ Authorised capital ☐ Paid-up capital

iii. Full details of each director, secretary and each person who holds 20 per cent or more of the shares, or of any particular class of shares issued by the company:

Name	JADE ELIZABETH CUNLIFFE		
Address	8A KEATS PLACE, WHALEYS GATE		
Place and date of birth	Birthplace	AUCKLAND	DOB
Position held	DIRECTOR / SHAREHOLDER		
			29/5/85

Please turn over

6. Further applicant details – continued

Name		
Address		
Place and date of birth	Birthplace	DOB
Position held		

Name		
Address		
Place and date of birth	Birthplace	DOB
Position held		

Name		
Address		
Place and date of birth	Birthplace	DOB
Position held		

6f. Further details where the applicant is a partnership. Full details of each partner:

Name		
Address		
Place and date of birth	Birthplace	DOB
Signature		

Name		
Address		
Place and date of birth	Birthplace	DOB
Signature		

Name		
Address		
Place and date of birth	Birthplace	DOB
Signature		

6g. State all criminal convictions (other than convictions for offences against the Land Transport Act 1998 not contained in Part 6, and offences to which Criminal Records (Clean Slate) Act 2004 applies). Include directors, secretaries, shareholders and partners.

7. Business details

7a. Describe the principal business to be conducted on the premise if the on-licence is granted and any other business.

7b. Is the sale of alcohol intended to be the principal purpose of the business? ☐ Yes ☒ No

7c. Does the applicant seek the licence in connection with the business of an auctioneer? ☐ Yes ☒ No

7. Business details - continued

- 7d. Is the applicant engaged in or intending to be engaged in the sale or supply of any goods other than alcohol or food, or in the provision of any services other than those directly related to the sale or supply of alcohol and food?

☒ Yes

☐ No

If yes, what is the nature of those other goods or services?

SALE OF FOOD, NZ POST, NZ LOTTO AND
GIFTCARDS.

8. Certified manager details

When alcohol is being sold or supplied to the public a certified manager (appointed under Section 217 of the Sale and Supply of Alcohol Act 2012) must be on duty at all times.

- 8a. How many certified managers have been or will be employed?

4

- 8b. Manager details

Full name

GURJEET SINGH BRAR

Address

1/33 FULFORD STREET, NEW PLYMOUTH

Certificate number

033/CERT/2238/2022

Expiry date 8 FEB 23

Full name

VERPAL Kaur Brar

Address

1/33 FULFORD STREET, NEW PLYMOUTH

Certificate number

033/CERT/2007/2020

Expiry date 19 OCT 24

Full name

DONNA MAKEE PHILIPS

Address

201 AHI AHI ROAD, DD4, NEW PLYMOUTH

Certificate number

033/CERT/210/2014

Expiry date 13 AUG 23

Full name

JADE CUNLIFFE

Address

8A KEATS PLACE, WHALENS GATE

Certificate number

033/CERT/210/2014

Expiry date AUGUST 22.

9. Conditions

- 9a. What systems (including staff training) does the applicant propose to put in place to ensure compliance with the Sale and Supply of Alcohol Act 2012?

ALL CHECKOUT STAFF HAVE RECENT TRAINING
WITH SUPPLY & SALE OF ALCOHOL. ANY PERSONS
UNDER 25 IS ID CHECKED.

- 9b. State the experience and training of the applicant.

HELD A LIQUOR LICENSE SINCE 2016.
OPERATED A SUPERMARKET FOR THE LAST
8 YEARS.

- 9c. What steps does the applicant propose to take in regard to promoting responsible consumption of alcohol?

NON SERVICE OF ALCOHOL TO THOSE UNDER 18.
NON SERVICE TO INTOXICATED PERSONS.
OFFERS OTHER NON-ALCOHOLIC PRODUCTS INSTORE.

- 9d. What steps does the applicant propose to take to prevent the sale of alcohol to prohibited people?

CHECK ID IF UNDER 25, REFUSE INTOXICATED
PERSONS, CLEAR SKIN AGE, CONTINUAL
TRAINING. TIL ASKS FOR ID.

Please turn over

9. Conditions - continued

9e. In the event that evidence of age documents are required, what documents will the applicant request?

N2 DRIVERS LICENSE
CURRENT PASSPORT
18+ CARD

9f. What is your policy on staff and the consumption of alcohol?

NO DRINKING ON THE PREMISES.
NO STAFF SHALL WORK UNDER THE INFLUENCE.
ZERO TOLERANCE, DISCIPLINARY PROCEDURES.

9g. For renewal licences.

Are there any other changes sought to the present conditions of the licence?

☐ Yes

☐ No

If yes, what are the changes sought?

What are the full reasons for the changes sought?

10. Amenity and good order details

To support your application please supply the information required and answer the questions listed below.

10a. Provide a scale floor plan which also shows the design and layout of the premises. Include seating and tables, a list of facilities, CCTV placement, designated smoking areas and security lighting.

10b. The reporting agencies must consider the effects the issue of the licence will have on amenity and good order.

i. Advise proximity of all childcare centres, schools and places of worship within 500m – a site plan would assist.

THERE IS A PRIMARY SCHOOL LOCATED
750M OFF THE MAIN HIGHWAY.

ii. How many residential neighbours would you have within 50m?

3 ACROSS THE ROAD.

iii. Internal layout. Can the entire premise be seen by the cashier? Where there are blind spots, are there mirrors or CCTV installed? Is the internal lighting inside the premise suitable?

YES, CASHIER CAN SEE WHOLE STORE AND
CCTV IS INSTALLED.

iv. Are there windows providing good visibility into and from the premise, and the street?

HIGH WINDOWS AND GLASS SLIDING DOOR
FRONT ENTRANCE.

v. Does the lighting outside the premise discourage loitering? Does the lighting allow staff to check IDs, etc?

EXCELLENT LIGHTING INDOOR OUTDOOR.

vi. What security systems do you have (outdoor lighting, indoor/outdoor CCTV, other)? State the location of each:

CCTV INSTALLED AND MONITORED.
COVERS ALL AREAS INSIDE AND OUTSIDE

10. Amenity and good order details – continued

vii. Will you employ security staff and when will they be used?

N/A

viii. How many security staff hold a certificate of approval and formal registration or qualification? If so what?

N/A

10c. Noise.

i. Explain clearly the types of all the entertainment you will be providing and when (e.g. amplified music or large crowd noise related).

N/A

ii. Do you have a noise management plan or acoustic report?

N/A

iii. What sound-proofing has been undertaken?

NONE

10d. What outside advertising involving alcohol will you be doing? Design drawings of your advertising would be of assistance.

☒ Newspaper/magazine

☐ Shop windows

☐ On your premises – roof/other

☐ Street/footpath signs

10e. Systems and staff training.

i. Are you involved in any mystery shopper/pseudo CPO programmes?

YES, FOODSTUFFS CONDUCT REGULAR CHECKS.

ii. What till-prompt systems do you have regarding age checks?

AGE PROMPTS ON ALL TILLS. DUTY MANAGER RELEASES THE SALE.

iii. What staff training is provided with regard to sale of alcohol compliance and host responsibility practices - explain content, duration and how often this training is provided.

STAFF ARE TRAINED ONE ON ONE. TRAINING IS DOCUMENTED AND UPDATED EVERY 6 MONTHS.

iv. Please provide copies of any written material you supply to staff regarding staff training (attach to this form).

11f. Business and premise.

i. Is this your first licensed premise?

☒ Yes

☐ No

If yes, please submit a copy of your financial plan.

ii. What percentage of the front windows will be clear and transparent?

THE PREMISE IS MAINLY WALLS WITH A FEW WINDOWS.

iii. What is the target market for the business?

LOCALS AND TOURISTS WHO WANT TO PURCHASE GOODS FROM US

iv. What is your policy regarding pricing and promotions?

PROMOTIONS COME FROM HEAD OFFICE AND MEET ALL LEGAL REQUIREMENTS.

10g. The granting, or renewal of this application will contribute to the Object of the Act by (specify below):

i. Steps taken to ensure the sale, supply and consumption of alcohol will be undertaken safely and responsibly:

ALCOHOL SALES ARE POLICED AT ALL TIMES. SIGNAGE IS IN PLACE, ONLY THOSE THAT ARE LEGALLY ENTITLED TO PURCHASE

ALCOHOL CAN.

10. Amenity and good order details – continued

- 10g. ii. Steps taken to minimise the harm caused by the excessive or inappropriate consumption of alcohol (including BYO):

DO NOT SERVE INTOXICATED PERSONS.
CHECK ALL ALCOHOL SALE ID IF THEY LOOK
UNDER 25. OFFER LOW ALCOHOL WINES/BEERS.

- 10h. For renewal licences.

- i. Have you had any complaints from the neighbours (including confirmed noise complaints) that you are aware of?

- ii. Has your business been subject to a Police controlled purchase operation (CPO)? If so, what were the results?

- iii. Have you or your business ever appeared before the Alcohol Regulatory and Licensing Authority? If so, for what reason?

11. Public notification

Where will you advertise your application?

☐ Newspaper

☒ NPDC website

You will need to complete the following two forms:

1. Form 7 – NEWSPAPER OR INTERNET
Public notice of application for on, off or club licence or variation of conditions.
2. Form 7 – NOTICE ON BUILDING
Public notice of application for on, off or club licence or variation of conditions.

12. Applicant's declaration

PRIVACY STATEMENT:

Information you provide in this application and any supporting documents will be used by New Plymouth District Council (NPDC) to process your application under the Sale and Supply of Alcohol Act 2012. This information will be made available to the public upon request, and will be shared with the District Licensing Committee, the Police, the Medical Officer of Health and NPDC licensing inspectors. This information may form part of a public hearing or other consideration of your application before the District Licensing Committee, and may be used in the Committee's decision on your application. The decision will be made publicly available.

NPDC is required to keep a record of all alcohol licence applications and the District Licensing Committee's decisions on them. NPDC is required to report statistics about applications to the Alcohol Regulatory and Licensing Authority. Any member of the public may request access to this information under the Local Government Official Information and Meetings Act 1987. Under the Privacy Act 2020, you have the right to see and correct personal information that NPDC holds about you.

DECLARATION:

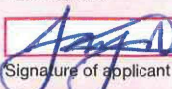
I confirm that I have read and understood the above privacy statement. I confirm that the information provided on the application form is true and correct. I understand that NPDC will send all correspondence, invoices and refunds (if any) to me and I agree that I will be responsible for, and indemnify NPDC in respect of the payment of all fees in connection with this application.

JADE ELIZABETH

First name(s)

CUNLIFFE

Surname



Signature of applicant

22/4/22

Date

NEW PLYMOUTH

Place where dated and signed, e.g. New Plymouth