

IN THE CITY OF LONDON

LICENSING SUB-COMMITTEE

APPLICATION FOR A NEW PREMISES LICENCE

Gopuff, 171-176 Aldersgate Street, EC1A 4HT

APPLICANT'S SUPPORTING BUNDLE

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OPERATIONAL MANAGEMENT STATEMENT

171-176 Aldersgate Street, EC1A 4HT

What is Gopuff?

Gopuff is the go-to solution for immediate everyday needs, fulfilling customer needs for cleaning and home products, over-the-counter medications, baby and pet products, food and drinks, and in some markets, alcohol.

Our Trading Hours

We will trade the following hours from this shop:

- 08:00-02:00 (Mon-Sun) initially, then moving to 24 hours over the next few months

Our People

Gopuff directly employs all staff, this is a core principle of our business as it enables us to ensure that all people representing the business have undergone extensive training and continually uphold our values and standards in the execution of their roles.

This store will employ up to 65 staff with approximately 35-40 riders, 4 management staff and 15-20 operative associates. However, at any one time, there will be a maximum of 17 staff on site with between 6-10 riders, 1-4 operative associates, 1 site leader and 1 shift leader.

Our staff are present on site between the hours of:

- 07:00-02:30 (Mon-Sun) initially, then moving to 24 hours over the next few months



Goods In

Our orders are consolidated in partnership with our suppliers in order to minimise the number of vehicle movements and reduce our emissions in line with our green principles. Goods are delivered via our distribution partner's vehicles which are ordinarily of 7.5tns or less.

We would anticipate approximately 10 deliveries per week for this site via the 7.5tn vehicle with further milk and fresh produce 'top-up' deliveries to be undertaken by smaller courier vehicles throughout the week.

A delivery undertaken by a 7.5tn vehicle will take approximately 20 minutes. The vehicle will stop on Aldersgate Street and unload goods via a tail lift to street level. Goods will then be taken into the unit, via the dedicated 'Goods Entrance' - labelled on the attached plan, where they will be stored in a holding area. This will ensure minimal disruption to public areas during delivery times.

Goods Out

Customers will have the opportunity to buy goods directly from the unit via the dedicated customer area, or order via the app for delivery to their home. All of our customer deliveries are undertaken by our direct employees and we are committed to using sustainable, low impact transport, meaning that all Central London journeys are made via electric bikes. We own our fleet to ensure impeccable maintenance and safety standards, as well as full operational control over use.

Distinct from our competition, our promise when making home deliveries is that your order will arrive within 30 minutes, which enables us to prevent unnecessary single trips, undue time pressures on our delivery team and minimise disruption to neighbours. To achieve this the Gopuff app uses proprietary technology to batch our orders, plotting efficient delivery routes that strike a perfect balance between fulfilment speed and the minimisation of movements.

Riders make 1 trip out of the warehouse and 1 trip back per batch of deliveries (which typically comprises 3 orders) reducing the delivery movements to and from the property.

Between trips, our delivery reps are stationed within the premises with their bikes parked securely within the unit itself.

If a customer chooses to use the retail entrance then they will purchase goods via the app and collect from the counter in-store.

Riders and Bike management

The Gopuff site layout allows for an internal, self-contained bike vestibule meaning that all delivery bikes are brought in off the street in between deliveries. This keeps the pavement area outside the store clear for pedestrian access and minimises disruption for the neighbouring



residents/occupiers. All bikes are kept safely secured within the premises outside of hours.

The welfare areas provided within the store provide our riders with all the required amenities for a 6 hour shift. The break out area, kitchenette, restrooms, cloakrooms and waiting area are all provided to a high quality standard for our riders to use. Having quality amenity space also encourages riders to stay within the store premises in periods between deliveries rather than spilling outside and waiting in the external areas. Internal bins are also provided for all riders and staff, ensuring all waste is kept within the premises.

Our Products

We offer a range of approximately 3,500 products to our customers from everyday essentials to exclusive items and indulgent treats - at supermarket prices.

Alcohol and tobacco form part of our range, and we secure and maintain the relevant licensing permissions for each site. Our sophisticated identity verification software provides end to end security, and pre delivery age confirmation. Our delivery representatives are only permitted to hand the orders to the named and verified person who placed the order. A confirmatory identity check is undertaken at the point of delivery. We only accept orders to physical addresses and will not fulfil orders to public areas.

Safety and Security

We undertake comprehensive fire, and life safety system installation at all sites.

Rigorous pre-opening tests of all systems are carried out prior to operating from the site and periodically once we have commenced operations. An appointed Health & Safety manager who is responsible for each site, and liaises with our central maintenance team.

All electrical works are certified, and subject to regular ongoing testing.

We install CCTV throughout our premises which is in operation 24/7.

Waste & Recycling

At present we have two waste streams, recycling and general waste. These are sorted and stored within the premises in readiness for collection.

We expect to have three waste collections per week for this location. There is a self contained bin store for this unit which is marked on the plan below. It is accessed via a gate and pin code which ensures easy, quick and regular collections.

We remain committed to achieving zero waste to landfill and continue to work closely with our suppliers to remove all non-recyclable materials from our goods.





Gopuff's Operational Overview of 171-176 Aldersgate Street, Barbican, LONDON, EC1A 4HT

This document provides an overview of who we are, how we plan to operate our site at 171-176 Aldersgate Street, Barbican, LONDON, EC1A 4HT (the "Site") and how we manage our fulfilment and delivery operations to ensure we meet our responsibility to local residents to minimise noise and disruption and to also safely deliver age verified products in full accordance with our legal and regulatory obligations.

If you have any questions regarding issues not covered by this document please don't hesitate to reach out to us at the following e-mail address: stef.webb@gopuff.com

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Who are we?

We're a full service on demand grocery company that delivers all of your daily needs, including cleaning and home products, over-the-counter medications, baby and pet products, snacks and drinks, as well as alcohol. We store about 4,000 products at each of our sites and we fulfill all deliveries made on our app directly from our own sites using our own drivers. Our customers range in age from 20s to the elderly, with new parents and customers over 35 being our fastest growing customer groups! During the COVID-19 pandemic, customers valued Gopuff's contact-free delivery, and the ability to purchase a COVID test kit, soup and tissues all in the same order. From day-to-day to sick days, Gopuff is there for our customers in an instant.

We were founded in 2013 and are now serving customers in more than 1,000 cities in the United States, United Kingdom, France and Spain. We currently have 38 sites across the United Kingdom in London, Birmingham, Bristol, Cambridge, Cardiff, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield.

What will be the opening hours at the Site?

We intend for the Site to operate 24 hours a day. We plan though to limit customer access to 0800-2300.

How do customers purchase products from the Site?

Walk-in customers will order products from the Site's inventory from our tablets in the store and our team of associates will then pick and pack the customer's order. Customers can also order products for delivery to their home or office from the Site via the Gopuff app.

To minimise food waste, we have a relationship with Too Good To Go across our network of sites in the UK where we make food products reaching their expiry available to the public for purchase at a significant discount. Such orders are collected by members of the public from the Site. We are deeply dedicated to this partnership, and since September 2021, our Gopuff UK sites have donated nearly 5 tons of food, or almost 5,000 meals to Too Good To Go.

How do we deliver orders to customers?

We deliver orders from our sites using our own professional drivers. We do not use companies such as Uber Eats, Just Eat or Deliveroo to deliver orders to customers.

All our deliveries from this Site will be made by our drivers operating bicycles, eBikes or electric mopeds which we provide to our drivers. Our fully electric mopeds are energy efficient and generate little to no noise and are regularly maintained by us.

We have a dedicated area at the Site for our drivers with toilet facilities and other amenities. So, unlike most grocery and takeaway delivery operators, our drivers won't be loitering outside or in close vicinity to the Site awaiting orders and generating noise and nuisance for local residents and businesses.

Ensuring we are a responsible neighbour and minimising disruption to our community is one of our key priorities. Our neighbours are our customers and we provide training to our drivers on behaviour to avoid in or around our sites to minimise noise and disruption to the local area, including not leaving engines running outside and not loitering outside the site or nearby residential properties. We also have signage affixed at the Site to remind our drivers to be courteous when entering and exiting the Site and the wider complex. Our on-site team also provide regular reminders on this to our drivers.

Do we sell alcohol?

Yes, albeit alcohol products form only a small proportion of the overall number of products stored at our sites. We plan, subject to approval, to fulfil alcohol orders via delivery from the Site 24 hours a day and walk-in customers between 0800-2300. No alcohol will be consumed on the premises.

How do we meet age restricted legal requirements?

The safety and wellbeing of our customers is of utmost importance to Gopuff. We take our responsibility to ensure age restricted products such as alcohol are not delivered to people under the minimum legal age very seriously.

Gopuff operates a Challenge 25 policy and provide specific Challenge 25 training to all of our riders and store associates so they are confident knowing when to challenge a sale and check an ID. We explain from the start how important this process is and emphasise that following our age checking policy thoroughly is a priority over our speedy delivery times.

For customers purchasing age restricted products at our retail sites, our store associates will ask the customer to present valid ID before they are provided with their order. For customers purchasing age restricted products for delivery via our app, customers are notified in the app before placing an order of the requirement to present valid ID upon delivery of the order, and are sent further reminders ahead of delivery. The receipt attached to package flags to our drivers that an order contains an age restricted product and our delivery app that our riders use also notifies them and prompts them to check the customer's ID.

We only accept the following types of IDs from customers: Passport; European Union photocard driving license; Photographic identity card bearing the national Proof of Age Standards Scheme (PASS) hologram; and National identity card issued by a European Union member state (other than the United Kingdom), Norway, Iceland, Liechtenstein or Switzerland.

What is our refusal process where we cannot verify the age of a customer purchasing an age restricted product?

We have a specific refusals policy in place which all our store associates and drivers must follow.

Our store associates and drivers will refuse to provide or deliver an order if:

- Valid ID is unable to be provided.
- The customer is underage (alcohol & tobacco products: <18 years).
- For sales of alcohol products, the customer appears to be drunk or under the influence.

When a sale/delivery is refused on the above grounds, we do not deliver or provide the entire order to the customer and the customer will be refunded in full. Our store associates record the refusal in the store's alcohol refusals logbook and our drivers record the refusal in our driver app at the point of delivery. We retain a consolidated record of all refusals by our drivers centrally.

We provide dedicated training to all our store associates and riders on our age restricted product policy during their onboarding. This training is repeated quarterly. We also have signage affixed at our sites to remind store associates and drivers to undertake ID checks and our on-site management team also provide regular reminders.

PROPOSED CONDITIONS

1. All staff will be fully trained in their responsibilities and with regard to the promotion of the licensing objective in particular sale of alcohol, and will be retrained every six months, with recorded training records kept for inspection.
2. A CCTV system is in operation for the warehouse, to provide security and identify any culprit who is intent in causing trouble. All images are stored for a period of 31 days after which they can be erased or saved at the request of the police. All current security measures will remain in operation. All staff will be fully trained in the operation of the CCTV to ensure it is operational all the hours of trade. Images will be made available to the police or authorised licensing officer from the council on request.
3. All potential customers must verify on the payment page of the mobile app that they are at least 18 years of age. If the applicant is in any doubt as to the age of the customer, they will only deliver the alcohol if the owner of the card that made the payment is present at the delivery address; Orders will only be dispatched to bona fide addresses,
 - No deliveries will be made to an open space,
 - All sales of alcohol for delivery must be paid for by credit card, debit card (pre- paid or otherwise) or electronic payment,
 - All delivery drivers and riders must allow any police or authorised local authority officers to inspect any alcohol,
 - Deliveries only made to those over the age of 18.
4. A challenge 25 age verification scheme will be used. ID will be required for deliveries to customers who do not look 25 years old. They will be required to prove by way of photographic ID, either a passport or driving licence that they are at least 18. The card used for purchase will also be checked against the ID provided. If the business is in any doubt then the delivery of alcohol will not be made, and a full refund will be issued. Postal/ carriage deliveries will only be made once a verified payment method has been established, and the customer has confirmed they are 18 or over when making the purchase.

Additional Conditions Proposed In Line With Police Requirements

5. The premises shall install and maintain a comprehensive digital colour CCTV system. All public areas of the licensed premises, including all public entry and exit points, will be covered enabling facial identification of every person entering in any light condition. The CCTV cameras shall continually record whilst the premises are open to the public and recordings shall be kept available for a minimum of 31 days with date and time stamping. A staff member who is conversant with the operation of the CCTV system shall be present on the premises at all times when they are open to the public. This staff member shall be able to show the police or Licensing Authority recordings of the preceding two days immediately when requested.

6. A challenge 25 age verification scheme will be used. ID will be required for deliveries to customers who do not look 25 years old. They will be required to prove by way of photographic ID, either a passport or driving licence that they are at least 18. If the business is in any doubt then the delivery of alcohol will not be made, and a full refund will be issued.
7. There shall be a dedicated waiting area within the premises for delivery drivers waiting to collect customer orders for delivery to customers. Delivery drivers are not to congregate outside of the premises.
8. All vehicles shall be stored inside the premises between deliveries and walked out to the road. Drivers are to be regularly reminded they are not to cycle on the pavement at all.
9. Only electric or pedal powered vehicles shall be used by delivery drivers/riders delivering products sold from the Premises, to customers.

Age Restricted Products: EduMe Training

You will learn...

What are age restricted products?

How to verify identification

Liability

Verifying using goDrive

Let's go!



Some products are age restricted due to UK laws e.g. alcohol, tobacco, sex toys.

Keep going 👍



Age Restricted Products: EduMe Training

Sale of Restricted Products

In the UK it is illegal to sell any age restricted product to individuals that are **under the age of 18**.

We must check identification to verify a customer's age before handing over any age restricted goods.

OK 😊



Let's review what we know so far!

Age Restricted Products

Take the quiz 🍷

Learner then goes on to 'take the quiz' & is asked 2 questions at this point:

Choose the correct answer



QUESTION 1 OF 2

In the UK, what age do you need to be over to legally buy restricted products?

☐ 15

☐ 21

☐ 18

Choose the correct answer



What product(s) would you need to ask for ID for here?

☐ Nappies

☐ Tobacco

☐ Alcohol

☐ Steaks

Age Restricted Products: EduMe Training



Valid forms of identification include:

A valid passport

A valid European Union photocard driving licence

A valid photographic identity card bearing the national Proof of Age Standard Scheme (PASS) hologram.

Checking ID

- When a customer comes to the door, ask them to show the front of their ID but DO NOT take the ID from them
- Check the front of the ID at a safe distance
- Check the date of birth indicates the person is 18 or over
- Check the photo is a true likeness of the customer & hologram is present and genuine
- If there are any doubts, or there is reason to suspect the document is forged or borrowed, the sale or service of age restricted products must be refused.

Denying Handover

- ID is invalid or fake
- ID is expired
- Customer is underage
- Customer is intoxicated


Age Restricted Products: EduMe Training

Delivery Partner Liability

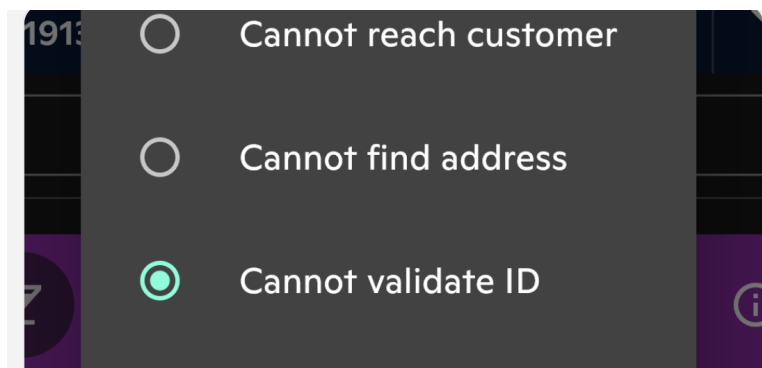
Delivery partners can be personally liable if they do not verify the customer's age at the point of handover.

The ****maximum**** fine for handing over age restricted products to someone underage is £5000.

The delivery partner, store manager and company could be liable for a fine in these circumstances.



The screenshot shows a mobile app interface with a purple header bar. On the left is a martini glass icon, and in the center is the text 'Age-Restricted'. On the right is an information icon (i in a circle). Below the header is a dark grey box with a blue border. Inside this box, on the left, is a blue checkmark icon. To its right is the text 'Age Verification' in white, followed by 'I verify that I checked the customer's ID and that they are over the age of 18.' in a smaller white font. Below this box, on a white background, is a text block: 'If the ID is verified, tick the **Age Verification** tick box in the goDrive app. Note you can only mark the order as completed once the Age Verification box is checked.'




The screenshot shows a dark grey menu with three options, each preceded by a radio button. The first option is 'Cannot reach customer' with an unselected radio button. The second option is 'Cannot find address' with an unselected radio button. The third option is 'Cannot validate ID' with a selected radio button (indicated by a green dot in the center). Below the menu, on a white background, is a text block: 'If you CANNOT verify the customer's ID or have to refuse the sale for another reason press **Having Trouble** and select **Cannot validate ID**'.

Age Restricted Products: EduMe Training

There is then a final quiz to cover more of the material:


Choose the correct answer



What type of ID card(s) can we NOT accept from this list?

- ☐ National Insurance Card
- ☐ Valid Passport
- ☐ Bank Card
- ☐ PASS card

Choose the correct answer




QUESTION 2 OF 4

Will it let you complete an order if you have not verified the customer's ID?

- ☐ Yes
- ☐ No


Choose the correct answer



Which Date of Birth would you have to reject the sale of alcohol to?

- ☐ 10/10/2006
- ☐ 04/11/1993
- ☐ 03/05/1995
- ☐ 06/09/1972

Choose the correct answer



☐ The Store Manager

☐ The Delivery Partner

☐ The customer

☐ The Operations Associate who packed the order

☐ Gopuff

*Who can be held liable for selling of age restricted products.



Age Restricted Products - Refusals Policy (UK)

The safety and wellbeing of our customers is of utmost importance to Gopuff. We take our responsibility to ensure age restricted products such as alcohol are not delivered to minors very seriously.

It's Gopuff policy to check the customer's ID for orders containing age restricted products, in line with our Challenge 25 Policy. See list of the valid ID we accept at Appendix 1.

For customers purchasing age restricted products at our retail sites, our store associates will ask the customer to present valid ID in line with our Challenge 25 Policy before they are provided with their order.

For customers ordering via our app for delivery, the customer will be notified in the app when ordering of the requirement to present valid ID and are also sent further reminders by text message ahead of delivery. The receipt attached to package flags to our drivers that an order contains an age restricted product and our delivery app that our riders use also notifies them and prompts them to check the customer's ID.

Our store associates and drivers will refuse to provide or deliver an order if:

- Valid ID is unable to be provided.
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We provide dedicated training to all our store associates and riders on our refusals policy during their onboarding. This training is repeated quarterly. We also have signage affixed at our sites to remind store associates and drivers to undertake ID checks and our on-site management team also provide regular reminders.

Should licensing authorities or law enforcement require information from our refusal logs they can request this at the premises and the site manager / shift lead will contact uklicensing@gopuff.com with the details of the request and the relevant data will be promptly sent back to them.

Alternatively, licensing authorities and law enforcement can reach out to us directly for such information at uklicensing@gopuff.com.

Appendix 1 - Acceptable Valid ID

- Passport
- European Union photocard driving license
- Photographic identity card bearing the national Proof of Age Standards Scheme (PASS) hologram
- National identity card issued by a European Union member state (other than the United Kingdom), Norway, Iceland, Liechtenstein or Switzerland.



Safety : EduMe Training

You will learn...

How to keep safe on the roads

How to prevent incidents

How to report accidents

Insurance information

Safety & respect towards neighbours & the community

Let's go!

Practice Safe Driving Techniques

Monitor blind spots, travel at safe speeds and reduce speed in work zones, keep up with regular vehicle maintenance, adjust driving techniques in bad weather, load cargo safely, and reduce speeds on curves to prevent your vehicle and cargo from tipping over.

Be aware of your Surroundings

- Familiarise yourself with your delivery zone and routes e.g. what streets or shortcuts might be better avoided.
- Park near to the delivery address to avoid walking alone in areas.
- Take note of any vehicles that may be following you.
- Only deliver to valid addresses e.g. we cannot deliver to parks or street side.

Physical Exertion

- Be sure not to carry loads that are too heavy on your back (bike)
- When using a cargo trailer be aware that the back of your bike may be heavier (bike/moped)_
- Be careful when handing over heavier bags to customers or moving the cargo trailer


Safety : EduMe Training

Dress Appropriately

- Using lights, fluorescent strips and bright clothing will make you stand out more on the roads
- Wear a helmet - this will help prevent serious injury **(bike/moped)**
- Dress for the weather _e.g. waterproofs for rain/snow and lighter clothes and sunscreen for sun. It is as important to protect yourself from sunburn and cold/flu as it is from falls. **(bike/moped)**

They are then asked a short quiz:

Choose the correct answer(s)



QUESTION 1 OF 3


What is this cyclist doing that is not safe?

☐ Using a phone and loosely holding handlebar on other side

☐ Wearing a tshirt

☐ Wearing sunglasses

Choose the correct answer(s)



QUESTION 2 OF 3


What should you be aware of in this situation?

☐ The roads might be icy

☐ Wearing warm clothing

☐ It's dark

Choose the correct answer(s)



QUESTION 3 OF 3

What is the main hazard here?

☐ The person in the red jacket crossing the road without looking

☐ The weather

☐ The road markings

Answers: A, ALL , A

Safety : EduMe Training

Preventing Incidents

- You can prevent incidents by being aware of other drivers/ cyclists on the road.
- Check your bike/moped before use _e.g. check tyre pressure, handlebar alignment, gear changes, lights_
- Check over your car before use and ensure ample petrol levels
- Do refresher safety training every 3 months

Reporting Accidents

****We try to keep you as safe as possible while at work but accidents can happen!****

- If an accident happens on the road, pull over to the side of the road & contact your MFC ****when it is safe to do so****.
- Note the vehicles, registration numbers and any passengers, as well as the incident scene.
- Never admit liability at the scene.

Insurance

- Please share the name of our insurance company and policy number with anyone who asks at the scene of the accident. (The Store Manager of the MFC can provide this)._(bike and moped only)_
- ****Zego**** is the name of the company that provides our insurance _(bike and moped only)_
- Drivers must have an H&R insurance policy that runs alongside their SD&P policy _(independent contracted drivers only)_

Our Neighbours are our Customers

****Please avoid:****

- shouting/ loud conversations outside the MFC - particularly early morning and late at night.
- using horns
- leaving engines running outside
- loud music when coming and going from the MFC
- loitering outside the MFC or nearby residential properties


Safety : EduMe Training

While you're Waiting

- If your MFC has a driver waiting room you must wait in there rather than outside the premises or in your vehicle.
- Please park your vehicle responsibly as to not upset any nearby residents. _e.g. do not park over double spaces, mopeds parked on pavements or bikes overflowing into pedestrian areas_

Quiz:

Choose the correct answer



Safety & Accident Reporting

What should you take pictures of at the scene of an accident (if possible)?

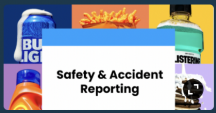
☐ Vehicle(s) involved

☐ Passengers

☐ Location of the incident

☐ Vehicle(s) Registration Number

Choose the correct answer



Safety & Accident Reporting

QUESTION 2 OF 3


What should you never admit to at the scene of an accident?

☐ Liability

☐ Your Age

☐ Your Name

Choose the correct answer



Safety & Accident Reporting

QUESTION 3 OF 3

When will you get safety refresher training?

☐ Every 3 months

☐ Never

☐ Every year

Answers: All, A, A

**WE'RE
SUPER-FAST,
NOT NOISY.**

Please be respectful of
our neighbours. Leave and
enter the site quietly.

Thank you.

gopuff