



REPORT TO SUBCOUNCIL 20

60

1. ITEM NUMBER : 20SUB50/01/2020 *retarjat*

2. SUBJECT

RENEWAL OF EXTENSION OF LIQUOR TRADING HOURS APPLICATION: IN RESPECT OF: WCP041771/B:- THE PLEASANT GROUP, ERF: 161433, UNIT C 24 PRIME PARK, 19 MOCKE ROAD, DIEP RIVER (OFF CONSUMPTION - SUNDAYS)

3. PURPOSE

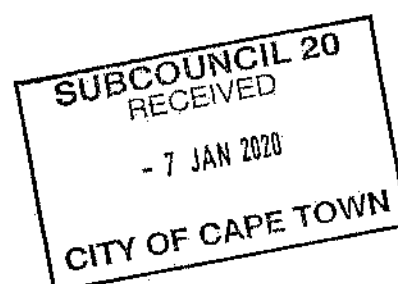
To report to the Subcouncil on comments received for a liquor license application in terms of Section 37 of the Western Cape Liquor Act, 2008, as amended by the Western Cape Liquor Amendment Act, 10 of 2010 and Western Cape Liquor Regulations, 2011 pertaining to the Extension of Trading Days and Hours applicable to Section 6(5)A of the City of Cape Town Liquor Trading Days and Hours By-Law 2013 as amended.

4. FOR DECISION BY

Delegation Part 24-4 (2) To approve, refuse or vary applications for extension of trading days and hours on premises where liquor licenses have been granted

5. EXECUTIVE SUMMARY

The Liquor Trading Days and Hours By-Law, 2010 as amended by the Liquor Trading Days and Hours By-law, 2012 requires that the needs of the community and the liquor license holder are considered by following due administrative processes. The application before Subcouncil 20 is at the stage where public participation was facilitated by the administration of Subcouncil and the comments from the affected stake holders are attached for the Subcouncil to approve, refuse or vary the application for the extension of trading days and hours, Sundays from 11H00 until 20H00 for Consumption OFF premises applicable to the business trading as The Pleasant Group, Erf: 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River.



6. DISCUSSION

6.1 Section 37 of the Western Cape Liquor Act, 2008, as amended by the Western Cape Liquor Amendment Act, 10 of addresses the Notice of Application process. Section 37(4), (5) and (6) of the Act reads as follows:

"(4) The designated liquor officer in whose area of jurisdiction the proposed licensed premises are located must, within the prescribed period from the date of lodgement of an application, serve a copy of the application in the prescribed manner on the municipality concerned in order for it to—

(a) where section 36(1)(c) applies—

- (i) allow the public to have access to, inspect or, upon payment of the prescribed fee, obtain a copy of the application;*
- (ii) obtain the comment of the ward councillor;*
- (iii) comment on the application; and*
- (iv) allow for the consideration of the planning application in relation to the application for a liquor licence; or*

(b) where section 36(1)(c) does not apply—

- (i) allow the public to have access to, inspect or, upon payment of the prescribed fee, obtain a copy of the application;*

(ii) obtain comment of the ward councillor; and

(iii) comment on the application.

*(5) The designated liquor officer in whose area of jurisdiction the proposed licensed premises are located must or the municipality **may**, within the prescribed time, give notice of the application to—*

(a) neighbouring residents or such persons who in his, her or its judgement may be affected by, or have an interest in, the granting or refusal of the application; and

(b) the community policing forum, if any, of the area in which the premises are located.

(6) Notwithstanding subsection (1), where an applicant has to comply with section 36(1)(c), the notification done in terms of the applicable planning legislation is deemed to be in compliance with the notification requirements in terms of this section: Provided that the Liquor Licensing Tribunal may require such additional notification as it may deem appropriate."

6.2 The following application for the extension of liquor trading days and hours was received by the Subcouncil from the City's Environmental Health Office:

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Liquor License WCP041771/B:- The Pleasant Group, Erf. 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River (Off Consumption - Sundays)

6.2.1 Details of applicant:

- **WCP041771/A**
- **Alfred Crous**
- **The Pleasant Group**
- **ERF 161433**
- **Unit C 24 Prime Park, 19 Mocke Road, Diep River**

6.2.2 Subcouncil Manager confirmation: Advertising extent (Community participation) -
Notices served on and received the following Comments -

- **CHAIRPERSON SUBCOUNCIL 20**
No Objection – Annexure A
- **WARD COUNCILLOR: Kevin Southgate**
Ward Councillor to comment in the meeting
- **Community Based Organizations: As per CBO Database:**
No comment was received during the public participation stage
- **CPF:**
No comment was received during the public participation stage
- **Internal departments:**
 - ❖ **Law Enforcement:**
No Objection – Annexure B

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Liquor License WCP041771/B:- The Pleasant Group, Erf: 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River (Off.
Consumption - Sundays)

7. RECOMMENDATION

Subcouncil 20 recommends that the application for a liquor licence received from The Pleasant Group, Erf 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River Reference No WCP0041771/A:- for the extension of trading days and hours Sundays, 11H00 until 18H00 for Consumption OFF Premises, be APPROVED, REFUSED or VARIED.

If Not Supported, Note the following grounds for disqualification.

Criteria for granting licences

- 31.(1) *The Liquor Licensing Tribunal or Presiding Officer, as the case may be, **may not grant a licence**, unless it or he or she is satisfied on the balance of probabilities that -*
- (a) the granting thereof is in the public interest;*
 - (b) the applicant is of good character, and not disqualified from holding a licence in terms of section 35;*
 - (c) the premises on which the sale or consumption of liquor will take place are or will upon completion be suitable for use by the applicant for the purposes of the licence;*
 - (d) the applicant has the right to occupy the proposed licensed premises; and*
 - (e) the granting of the application does not prejudice -*
 - (i) the residents of a residential area;*
 - (ii) the residents of an institution for the aged or frail;*
 - (iii) the learners of an educational institution who are under the age of eighteen (18) years;*
 - (iv) the patients of an institution for drug or alcohol related dependencies; or*
 - (iv) the congregants of a religious institution located in the vicinity of the proposed licensed premises."*

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Liquor License WCP041771/B:- The Pleasant Group, Erf: 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River (Off Consumption - Sundays)

Reasons for Non Support:

The granting of the application prejudices-

- (i) *the residents of a residential area;*
- (ii) *the residents of an institution for the aged or frail;*
- (iii) *the learners of an educational institution who are under the age of eighteen (18) years;*
- (iv) *the patients of an institution for drug or alcohol related dependencies; or*
- (i) *the congregants of a religious institution located in the vicinity of the proposed licensed premises."*

NAME	Richard White
CONTACT NUMBERS	021 444 8112
E-MAIL ADDRESS	Richard.White@capetown.gov.za
DIRECTORATE	Urban Management


.....
Richard White
MANAGER: SUBCOUNCIL 20

Comment:

DATE

7 January 2020

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Liquor License WCP041771/B:- The Pleasant Group, Erf: 161433, Unit C 24 Prime Park, 19 Mocke Road, Diep River (Off Consumption - Sundays)

From: Ian Iversen <ian.iversen@capetown.gov.za>

Sent: Tuesday, 24 December 2019 14:53

To: Richard White <Richard.White@capetown.gov.za>

Subject: RE: WCP/041771B The Pleasant Group Sunday Trading for Off-Consumption 11:00-18:00

No objection

Regards

Ian Iversen

Cllr. I R Iversen

Office 021 444 8117

Cell 083 629 7051

E-mail ian.iversen@capetown.gov.za

PA Ms Esmeralda Abrahams

Important Please copy Ms Abrahams in on all e-mails: Esmeralda.Abrahams@capetown.gov.za



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From: Heinrich Ras <Heinrich.Ras@capetown.gov.za>

Sent: Tuesday, 24 December 2019 09:42

To: Richard White <Richard.White@capetown.gov.za>

Subject: FW: WCP/041771B The Pleasant Group Sunday Trading for Off-Consumption 11:00-18:00

No complaints was received pertaining to this establishment.

Law Enforcement Wynberg did not receive any complaints and therefore have no objection.

Regards.

H.P.Ras

Senior Inspector.

Wynberg Law Enforcement

Tel: 021 761 3923



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Form 3
SUNDAY OFF-CONSUMPTION TRADING

CITY HEALTH

APPLICATION IN TERMS OF SECTION 6 OF THE CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC BY-LAW, 2013, FOR SUNDAY TRADING FOR OFF-CONSUMPTION PREMISES FROM 11:00 TO 18:00

All fields must be filled in

DETAILS OF LICENCEE

1. Liquor license number

2. Full name of licensee

3. If the licensee is not a natural person, state the name, identity number and address of each shareholder, member or partner. (use an annexure if required)

DETAIL AS PER ANNEXURE "G"

4. Name and address of the licensed premises

THE PLEASANT GROUP

ERF 161431, SHOP 3, KENRIDGE CENTRE

UNIT C24, PRIME PARK, 15 MOCKE ROAD

DIEP RIVER, 7800

5. Provide details of the premises where the licensed business is conducted with reference to the number of the erf, street(s), apartment, shop(s) or farm, as the case may be

ERF No.

ERF 161431, SHOP 3, KENRIDGE CENTRE

UNIT C24, PRIME PARK

15 MOCKE ROAD

DIEP RIVER, 7800

6. Contact number

Office: 021 9138545, Fax: 086 660 8933, Email: admin@alfiecrous.co.za / liquor@alfiecrous.co.za

7. State reason(s) why licensee is applying for extension of trading hours (use an annexure if required)

DETAIL AS PER ANNEXURE "A"

I declare that the information furnished in this application and in any documents attached to it, is true.

Signature Date

(written authorization to sign on behalf of licensee to be attached)

Name (printed) Application prepared by

Postal address Physical address

LOEVENSTEIN

LOEVENSTEIN

7530

7530

Worktell:

Cell:

Fax:

Email:

Signature Date

(written authorization to sign on behalf of licensee to be attached)

Liquor licence number

WGP/041771

OFFICE USE ONLY**SAFETY AND SECURITY**

Comment or state history of nuisance(s) and/or any complaints received or action taken in respect of the premises or licensee

PERTAINING TO THE MENTIONED PREMISES, NAMELY, THE PLEASANT GROUP, SITUATED AT SHOP 3, KENRIDGE CENTRE, UNIT C24, PRIME PARK, 15 MOCKE ROAD, DEEP RIVER. IT WAS ASCERTAINED THAT THE APPLICANT DID RENEW HIS LIQUOR LICENSE FOR 2019. NO COMPLAINTS WERE RECEIVED BY THE LIQUOR UNIT WITH REGARDS TO THIS ESTABLISHMENT. THIS APPLICATION WAS SUBMITTED TO THE PROVINCIAL OFFICE OF SAPS LIQUOR CONTROL FOR COMMENTS, HOWEVER, NO FEEDBACK HAS BEEN RECEIVED.

Name of Official

Marilyn Holding
10001005

Signature



Date

20 NOV 2019

Safety and Security

LAW ENFORCEMENT

This applicant must now hand the application form in at the designated Environment Health Office. Please note: As from 01 July 2019 a non-refundable Application fee of R8 433.00 (Vat inclusive) is payable into Profit centre 18070172 G/L 810400. Payment can be made at any cash office of the City. Proof of payment must from 1 July 2019 accompany the application when handing it in at the designated Environmental Health Office.

Application Fee



Receipt number



payment date



ANNEXURE A

REPRESENTATION AND REASONS INSUPPORT OF THE APPLICATION THE APPLICATION FOR SUNDAY TRADING FOR OFF-CONSUMPTION PREMISES FROM 11:00 TO 18:00

This representation for an application in terms of **SECTION 6 OF THE CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC BY-LAW, 2013** for the for Sunday trading for Off - Consumption in respect of a premises to be known as **THE PLEASANT GROUP** situated at **THE PLEASANT GROUP, ERF 161431, UNIT C 24 PRIME PARK, 15 MOCKE ROAD, DIEP RIVER, 7800** under the Municipal Sub Council of **CITY OF CAPE TOWN**.

Introduction

SECTION 6 of the **CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013** provides the **Council** with the discretion to grant extensions in trading hours in terms of this **By-Law**. Under **Section 6** of the **CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013** **"the Council has an absolute discretion to grant or refuse an application in inter alia of SECTION 6(9), 10, 11 and 12 of this BY-LAW."**

The information the applicant provides in this application with the understanding that the **applicant undertook responsibility for assessing the relevance and accuracy of its contents**.

We will herby represent all possible facts and information in terms of **SECTION 6(9), 10, 11 and 12 of this BY-LAW."**

We will motivate and outline how the extension of hours Sundays trading hours from 11:00 to 18:00 will impact the surrounding community, provide an outline of how the applicant will manage any impact to be in direct line with the requirement and expectations in terms of abovementioned sections of the By-Laws and with Reasonable Fair and Constitutional Foundation Principles, and motivate every relevant section of the By-Laws in terms of public interest.

Foundation Principles

Public choice "Public Interest" is also globally described as "politics without romance." The wishful thinking it displaced presumes that relevant participants aspire to promote the common or greater good. In the conventional "public interest" view, public officials are portrayed as benevolent "public servants" who faithfully carry out the "will of the people." **In tending to the public's business, voters, politicians, and public officials are supposed somehow to rise above their own parochial concerns.**

As for "Reasonable Fair and Constitutional Foundation Principles" is due to **the fact that the By Laws do not made provision for applicants or representatives to be able to make replications to the outcome of community consultations and the recommendation of the relevant ward if negative in terms of section 6(9)(f), raised enormous concerns.**

Purpose of the applicant's goal with this application:

To extend the period of the current business's trading hours to be able to trade Sundays from 11:00 to 18:00 for the period of one year.

To effectively manage the growth of licensed premises in Hume.

To support the role that his licensed liquor store play in his business and residential surrounded community and to serve them.

To assist Council in preventing and managing possible harms associated with alcohol consumption within the community in terms of section 6(9)(1)(2), 11 and 12 of this By-Law. **(Evidence of commitment and responsibility the applicant is taking to the Responsible Serving of Alcohol is also attached and will be discussed in detail in this motivation)**

Manage growth and development of licensed premises. **(security measures, noise and complaints precautions taken by the applicant is also attached and will be discussed in detail later in this motivation).**

Maximise daytime trade to Sundays and active street frontages.

Maximise mix and diversity of uses if any, particularly in his business and residential surrounded community.

Protect economic viability of his business and residential surrounded community.

Protect and enhance reasonable commercial opportunities for licensed his liquor store.

Minimise adverse impacts on in his business and residential surrounded community uses if any, and maintain the positive character, image and function of his business and residential surrounded community **by taking all necessary steps and precautions to the safety of patrons and to avoid disturbances**, to minimise negative cumulative impacts due to abovementioned steps and precautions **as can be seen later in this motivation.**

SECTION 6(9)(a): the validity of the liquor licence:

The applicant has a valid liquor licence for the consumption off the premises, **WCP/041771**, in terms of Section **33(1)(c)** of the **WESTERN CAPE LIQUOR ACT, 4 of 2008**, as amended by the **Western Cape Liquor Act**.

The Renewal fees of **R4360** for **2019** has been paid. The renewal notice (**Form 21A**) and proof of payment is attached **Annexure "D"**

SECTION 6(9)(b) where applicable, the validity of a business licence issued in terms of the Businesses Act of 1991 (Act No. 71 of 1991)

- A business licence is not relevant in terms of this application but the applicant will show good will that they comply with obligations of licensee in terms of Section 10(2) and 11, that reasonable safety and security measures are in place and that the applicant will further also apply with section 10(1) once any additional approvals will be issued by the City of Cape Town, by displaying all relevant documentation in terms of this By-Law.

SECTION 6(9)(c) Location category as per the Schedule

The applicant's Retail Food Store is located on **THE PLEASANT GROUP, ERF 161431, UNIT C 24 PRIME PARK, 15 MOCKE ROAD, DIEP RIVER, 7800** and the rezoning is **G1 2** which made provision for "warehousing".

As a primary use, which entitle an **ONLINE RETAIL STORE (DELIVERIES ONLY)**. See Attached a printed Zoning map of **ERF 161431** that indicate that applicant's location is **Zoned as G1 2 as per Annexure "D"**.

SECTION 6(9)(d) previous suspension, amendment or revocation of extended trading days and hours including previous records of complaints investigated and confirmed in respect of the last twelve months preceding a current application for extension

There is **no** previous suspension, amendment or revocation of extended trading days and hours including previous records of complaints investigated and confirmed in respect of the last twelve months preceding a current application for extension of trading hours.

Not the applicant, or Law Enforcement, or the Designated Liquor Officer have reported any matters relating section

6(9)(d) of the By-Law.

SECTION 6(9)(f) outcome of community consultation and the recommendation of the

Principles in the "Introduction" of this motivation, section 6(9)(f) raised enormous concerns, due to the fact that the By Laws do not made provision for applicants or representatives to be able to make replications to the outcome of community consultations and the recommendation of the relevant ward, if negative in terms of section 6(9)(f).

Due to above concerns we need to Pre – Replicate to input for any numbers of people whose welfare will not actually be affected by the action that might object. **The purpose for the Pre – Replication** is to cover all aspects and facts that the Council might take into consideration by negative public input and if any applications needs to go on appeal or presented to Supreme Court.

THE RELEVANT PUBLIC'S INPUT.

The whole of the public must be eligible for consideration in respect of a matter which is asserted to be of public interest, by its very nature. However, as a practical point, there will be large numbers of people whose welfare will not actually be affected by the action.

Public opinion must be relevant in considering what is required in the public interest. However, different people arrive at decisions applying different sets of values and perspectives and there will not be a uniform view.

THE RELEVANT PUBLIC

There is a huge difference with what the public wants, what the public needs, and what they find interesting. "For the greater good."

The public interest is an abstract notion.

- Other terms can be used, largely interchangeably. Examples include public benefit, the public good, and the common good –

- In most societies there is a basic presumption that people should be able to go about their own business in their own interests. In the course of this they will interact with other people and influence and be influenced by their activities. However, there are further influences on people's activities: when governments, regulators and others seek to intervene in the public interest.

Invoking the public interest requires justification of an ability and right to decide what is for the greater good.

The Council needs to take into consideration are the surrounding residents and population:

Our motivation is based around the key issues that need to be addressed

- consideration of who the relevant public are,
- implementation of the desired action.

The liquor industry is a market, in which everyone makes rational decisions, assumes rational behaviour; no transaction costs; perfect information; enough decision makers and goods that one decision does not distort the market; and freedom of decision making and market entry. In practice these conditions rarely apply.

However, the public may:

- Lack of full understanding
- not have all the facts;
- be swayed by emotion rather than logic; and/or
- have been influenced by individual charisma.

Thus, there has to be a concern that individuals may not be able to take the 'right' decision for themselves, even if considering only their personal perspective in objections.

Mayer Patricia de Lille recommended that the council support the draft bylaw and that it be

It was found that more than 90 percent of respondents were in favour of extended trading hours and Sundays. The first round of public participation revealed that the majority of respondents felt that off consumption-licences should trade on Sundays and that would have a positive effect on neighbourhoods.

There was another Public participation in November 2013 with also a positive result towards trading hours till 20:00.

To make a sensible decision for the council, people have to have knowledge of an issue and understanding of the consequences. Public participation occurred twice, and the general public do have the knowledge of an issue and understanding about the extensions of hours for liquor stores.

SECTION 6(9)(e) and (g) (the potential impact on the surrounding environment, the proximity of the licensed premises to surrounding residential zoned area, cultural, religious and educational facilities

The potential impact on the surrounding environment refers to both positive and negative impacts that can result from clustering a particular land use or type of land use.

We intent to show good will to the council that we took the proper precautions to avoid any negative impacts in

the surrounding area which will be relevant to the impact of the extended hours in the surrounding area within at least a 200-metre radius of the proposed venue. Unless there is another logical boundary that takes into account relevant features, which is not in the applicant's case.

Locality

The term "locality" in the applicant's case refers to the area surrounding the proposed licensed premises of 200 metres.

As attached Annexure "B" is a Locality Map indicating all businesses and residential area in a 200 metres radius. The Locality Map will provide a better perception on the outline of how the location of the applicant's premises will have an impact on the immediate area.

This locality will be the area most likely to be affected by the granting of an application in relation to amenity issues if any. However, depending on the nature of the applicant's business the applicant's business in a typical **OFF-CONSUMPTION business on a delivery basis only**. The business is located at **ERF 161431, UNIT C 24, PRIME PARK, 15 MOCKE ROAD, DIEP RIVER, 7800 under the Municipal District of CITY OF CAPE TOWN** which are located in a totally Business complex with no direct view or access from the public.

We already motivated this aspect in application that the rezoning is **General Industrial 2**.

Specification of "Locality"

When determining the "locality" affected by an application under section 6 of the CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013 APPROVED BY COUNCIL; 4 DECEMBER 2013, C58/12/13/1992

The term "Location" is not defined in the By Laws, but according to Oxford Dictionary the terms: **"locality", as: "a district or neighbourhood; the site or scene of something in relation to the surroundings"; and "vicinity", as: "a surrounding district; nearness or closeness of place or relationship".**

- it is submitted that applicant's business is a Online retail Store" and the issue of extension of hours will not be prejudicial in any way to any schools or places

- the residents of a residential area
- the residents of an institution for the aged or frail;
- the learners of an educational institution
- (the patients of an institution for drug or alcohol related dependencies;
- or the congregants of a religious
- There are no Schools, dwellings or churches in the immediate location or in view any part of any entrances of the applicant's supermarket (Food Lovers Market)

Under the Underlying Principles the applicant ensures that the extension of hours till 20:00 do not identify any potential 'at risk' groups who may travel through or resort to the locality of the proposed premises, or who may be impacted by the proposed premises. This also includes the people not situated within the boundaries of the area in which the proposed premises' is located. In this case of commuters residing in outlying areas and making use of public transport, it is a known fact that after 18h00 (when liquor stores currently closes) there are still a number of trains and busses arriving at these destinations. This resulted in commuters having to purchase liquor illegally.

Every positive impact, every step by step, every percentage plus percentage, in the absence of any adverse or negative impact, must be seen as being beneficial of the relevant social and economic indicators in the Dieprivier community and the economy.

The applicant did take every possible **security measures, noise and complaints precautions as also attached** and will be discussed in detail later in this motivation.

Due to the extreme **precautions** and measures the applicant took, it can be concluded that there is no evidence that the applicant indicates any negative impact to the community, but the positive impact by one further business being able to provide a service to the market till 20:00, and the precedent by implication for like businesses to do so is clearly of positive benefit.

The risks to and nuisances on the surrounding community - Section 6(9)(1)(1) and 6(9)(1)(2) **Mitigation measures to assist the control of risks and nuisances**

The true measure of 'The public interest' is this regard lies in the confidence of those with a legitimate interest in the matter, not those making the pronouncements. Therefore, the need for the public interest needs to be considering actual and perceived threats to fitness to decide, and the application of relevant safeguards, will apply throughout the process.

The relevant safeguards the applicant put in place will be discussed in detail in this same section of the motivation.

Safeguards (every possible security measures, noise and complaints precautions) will help with future acceptance and implementation.

The applicant **implements various safety measures and strategies** the licensee to minimise the risks to and nuisances on the surrounding community as well as mitigation measures to assist the control of risks and nuisances which will generally include measures to improve process and accountability.

- The applicant has **Neon Florescent lights** on the outside providing the necessary lightning at all times on the pavement area that will ensure the safety of his clients accordingly to section 11(c) of this By-Law to all customers. There also lights at the parking area at the rear of the applicant's business.

Security and safety measures:

- The complex belongs to the Armed Response which will assists the applicant's if a problem will occur. They also are on duty in the complex on a 24-hour basis and patrol the area on a regular basis.

- The Storage facility has security at all times and there is a proper reception at the storage facility with fully camera CCTV cameras covering the inside and outside areas of the storage facility.
- Also attached as per Annexure "F", a letter from the applicant taking responsibly and to ensuring that reasonable safety and security measures are in place to prevent cause a danger to the safety of patrons inside the premises, there is adequate lighting on the outside of the premises where patrons and staff access and exit the licensed premises, by taking reasonable steps to ensure that the residents of the surrounding community are not unreasonably affected and inconvenienced by noise or other nuisances emanating from the premises.

Recent studies do not reveal a connection between Sunday alcohol laws and important secular objectives.

One important US study shows no significant public safety benefit with respect to traffic fatalities. Another study in Canada, examining the effects of Sunday sales restrictions on alcohol consumption, reveals no effect on drinking levels. It has not been proved that there are health benefits attached to this sales restriction.

There may, in fact, be health costs. One study of homeless people found that alcohol-related seizures occurred more frequently on Mondays, presumably due to a lack of commercial availability of alcohol on Sundays.

There may also be a health benefit to drinking being more evenly spread-out across the days of the week.

- Sunday liquor laws, because they treat sales for on-premise and off-premise consumption differently, grant market power to licensed restaurants, hotels and bars to sell alcohol when liquor stores and supermarkets cannot. These laws thus distort the alcohol retail market by allowing a few types of liquor seller's near-monopoly power in alcohol sales on Sundays.
- As a result, there is an increased cost for ordinary citizens, since a person wanting to buy alcohol will have to pay the higher price of alcohol at restaurants or hotels. Consumers may be forced to purchase food and pay service charges in an effort to drink what would otherwise be available at bottle stores.

'A distinguishing mark of liquor licence holder's profession is its acceptance of the responsibility to act in the public interest.'

The public interests and the maintenance of professional standards is the applicants be the primary consideration'

The applicant showed the council good will and signed on paper that he takes responsibility in all aspects that area required from him.

- by implementing ethical and professional rules and standards;
- The public will benefit from this rule the rules and standards;
- For affective public protection, reservation of work to standards and disciplines, security measures and responsibility where needed for.

'An applicant is making a distinguishing mark for a liquor licence holder's profession by his acceptance of the responsibility to act in the public interest.'

The public interests and the maintenance of professional standards will be the primary consideration of the applicant.

The public also needs to have taken the time or effort to understand his neighbour's business or to consider the written submission in favour of the application

Dieprivier is not a low socio-economic area, but a civilised middle-class community. The impact that

Written confirmation has been given and good will show that all requirements have been met to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor during extended hours as well as current hours to provide a flexible system or any acceptable way, as may be practicable, for the administration of this By-Law.

Should this application be approved, it will still be inside the parameters set by the Western Cape Liquor Act, Nr 4 of 2008 as amended in Section 49 of the Act. The retailer will not experience longer sales hours as a result of this application being approved.

Proposed regulations published by the National Liquor Authority also calls for uniform trading hours throughout the Republic of South Africa.

Should this be achieved, there will not be certain retailers that area given preferential treatment.

SECTION 6(9)(h) whether it is in the public interest to approve and grant an extension of trading days or hours

The public interest test is based on the principle that licensed premises must operate within the interests of the local community. The public interest defined as:

"an interest in common to the public at large or a significant portion of the public and which may, or may not involve the personal or propriety rights of individual people"

The public interest provisions enable the licensing authority to consider a broad range of issues specific to each licence or permit application, and flexibility exists to assess each individual application on its merits.

Concepts of the public interest

- There are at least two concepts of the public interest:
 - One concept applies the words literally: the public interest is thus anything of interest to the public. However, matters that are for the public benefit are not necessarily the same thing as matters which the public finds interesting.

Terms other than 'the public interest' can be used, public welfare, the public good, and the common good –

the latter in the sense of the public having a common purpose, rather than goods to which there is common access.

It is about freedom of choice. It should be the people's decision if they want to purchase liquor on Sundays or not, and not the government's decision. This is not a republic anymore but a democracy. **Freedom of choice is public interest.**

Under the new Liquor Act the sale of alcohol on Sundays in Kwazulu-Natal is now legally permitted.

According to the minister of trade and Industry of Kwazulu-Natal, Sunday liquor laws were originally justified as an expression of the Christian aversion to alcohol consumption on the Sabbath. The apartheid state was biased in favour of Christianity, and its bias was reflected in laws that forced shops to close on Sundays, motivated by biblical verses such as Exodus 20: 8-10.

These laws sent a message to other religious groups, for whom Sunday is not the Sabbath, that they were not full members of the political community.

In post-apartheid South Africa, the state's endorsing of particular religions is correctly considered unacceptable because it violates a principle of political morality: the state should be neutral with respect to religion.

Although laws prohibiting the sale of alcohol on Sundays seem like unjustified pro-Christian state bias, some argue that nowadays they serve non-religious purposes, and are therefore justified.

We would like the Council to take note of this case!!

The judge also ruled that the appellant did not raised the issues under unequal treatment, but he determent that unequal treatment of religions may well give rise to issues under section 8(2), but that section was not relied upon by the appellant in the present case. To read an equitable considerations relating to state action into section 14(1) would give rise to any number of problems not only in relation to freedom of religion but also in relation to freedom of conscience, thought, belief and opinion, which would go far beyond the difficulties raised by the establishment clause of the US Constitution.

The owner of **Seven Eleven** was charged for trading on Sundays in terms of section 159 (1)(f) of Act 27 of 1989. And took the matter before the Constitutional court for "freedom of religion" and raised section 26 and section 14 of the temporary Constitution in 1997.

The judge raised Section 14 (1) and (2) of our constitution that states equal treatment for religion and compare the two sections of the US and SA's Constitution which sections deals with unequal treatment of religion. Both sections were an establishment clause. The primary purpose of the establishment clause of the US preventing unequal treatment became quite relevant for the judge. According to the judge it is the primary purpose of the Establishment clause in the US Constitution is to prevent the unequal treatment, advancement or inhibition of religion by the state, and the primary purpose of the a free exercise clause is to permit adherents of different faiths to pursue their religious beliefs without being impeded from doing so by state coercion.

The Judge further ruled that our Constitution's establishment clause, Section 14 (1) and (2) deals with issues of religion differently as to the US Constitution. The US does so under the equitable to all religions and the provisions of their establishment clause section 8, the freedom of religion, believes and opinions provisions of against our section 14, and the education provisions of section 32.

• The judge further ruled that the only provision relied on by the appellant in the present case is section 14, and that the Constitution deals with inequitable treatment and discrimination under section 8(2).

• The judge also ruled that the appellant did not raised the issues under unequal treatment, but he determent that unequal treatment of religions may well give rise to issues under section 8(2), but that section was not relied upon by the appellant in the present case. To read an equitable considerations relating to state action into section 14(1) would give rise to any number of problems not only in relation to freedom of religion but also in relation to freedom of conscience, thought, belief and opinion, which would go far beyond the difficulties raised by the establishment clause of the US Constitution.

Taking responsibility is public interest.

Annexure "F" the applicant took responsibility.

It is the traders that have first-hand and intimate contact with those who use alcohol. It is, among others, some tavern owners; some of those who run pubs and clubs as well as some of our bottle store owners, who participate in irresponsible trading, thereby denting the image of the whole industry. The applicant clearly took responsibility in all aspect. Today's launch of this responsible matter is aimed at precisely eliminating those elements who drag in the mud the name of liquor traders. Today's launch is about galvanising all the responsible traders to become a change agent and to lead by example in responsible trading.

As traders like the applicant who derives their livelihood from this industry, is deeply concerned that there is a perception out there, because of a few elements, that you do not care about the well-being of our society. The applicant is always asking himself what he can do to improve this liquor industry and to make it an economically viable business which gains the support of communities. The applicant believes that his role through empowerment would be to change behaviour and conduct his business in a responsible manner and to help improve the quality of our lives and our communities.

Job creation also are in public interest

For retail employees who already work on Sundays, full liberalization opens up the opportunity to work more hours. With Sunday wages usually carrying an increased rate of pay, this can be an important income source for those who struggle to get enough working hours during the week by allowing Sunday trading.

Unemployment issues through examining internet discussion forums of the subject matter are always proponent of the liberalized retail sector when reducing trading hours. Claims such as 'the majority shouldn't be punished for the stupidity of the minority' or 'restricting people's right to drink is an infringement on their civil liberty' are not uncommon.

In the case of **Bulk Deals 6 CC and another v The Chairperson, Western Cape Liquor Board and others, 2002 (2) SA 99 (c)**, an application for a liquor licence for restaurants situated in a shopping centre situated in an upmarket residential neighbourhood in Durbanville was dealt with. It was decided in that case, that it had to be taken into account, when assessing, whether the public interest would be served, what the nature of the shopping centre and the Applicant's operation would be.

It is submitted that when the local authority approved the construction of the shopping centre and zoned it for business purpose, it was obviously intended that a variety of businesses including licensed premises such as restaurants and a sports bar and even a **liquor store**, could operate from the centre.

The Judge further rules that The residents of **Durbanville (DIEPRIVIER** in this case) had always been aware that this is a commercial location and liquor Store which is zoned for business purposes, when they acquired their properties and original licence. Due to the location of the applicant's premises, it is clearly intended that it will minimize the impact of the business operating in it on the neighbourhood, due to the business being located in **Dieprivier**.

Subsequent to the Bulk Deals case, a further legislative requirement has been enacted in the form of Section 6(9)(i)(1) of the Bylaws, which provides that the granting of such an application should not cause "the risks to and nuisances on the surrounding community" in the surrounding and certain other categories of persons.

The possible prejudice of which the residents possibly might object to is already fully been dealt with abovementioned "Bulk Deals case" and in the applicant's motivation towards his safety measures in place.

In the case **Herbstein J Argus Printing Publishing Mpy Bpk vs Darby's Artware Edms Bpk & Ander 1952(2) SA 1(c)** is deferment that there need to be looked at the result in the wider aspect "that the public is better served"

In the case **Catharina Wilhelmina Pienaar vs die Drankraad & ander (t) 15-3-1988** is also deferment that public interest is also "convenience of the public" and that reasonable facilities need to be available for the public.

In support of this application, I want to refer the Board to the case **Leicester Properties (Ltd) vs Farran 1976(1) SA 492 (D)** whether the public would be better served if the proposed scheme succeeded than by the continuation of the existing state of affairs. The promotion of healthy competition may have a positive spin-off for the public interest

Who are the relevant public?

What the relevant public's normally wants may be incompatible with a public interest outcome for a number of reasons. The overall impact of individual wants may be a sub-optimal outcome through the effect of one person's activities directly affecting another's, or through what the public think they want being distorted by incomplete or wrong information. Common goods and services and other externalities and public goods result in a different marginal cost-benefit to individuals than to society as a whole, especially taking qualitative issues into account. Over-riding values may arise, for example, from seeking to lead a change in attitudes. Finally, when trading current against future

be in the public interest to explain why they know better

The whole of the public must be eligible for consideration in respect of a matter which is asserted to be of public interest, by its very nature. However, as a practical point, there will be large numbers of people whose welfare will not actually be affected by the action of extending the applicant's trading hours. The relevant public will therefore only be a sub-set of the whole public: those 'affected'. This will include those whose welfare will be advantaged or disadvantaged, although this is not always a clear-cut; also, others with a legitimate interest, for example GPF, Rates and Taxes Association representative bodies and others with a mandate to speak on behalf of people who are affected. Within the relevant public there will also be degrees of impact, which may be relevant in determining how to weight views.

The relevant public will not include those whose interest merely lies in finding something interesting. That is a different meaning of interest altogether.

First, by its nature, the relevant public in a public interest matter will be broadly based. Second, what people want is complicated: it usually revolves around happiness, which is a subjective notion built around a whole series of factors that often conflict with each other, those of other people and those of other cultures, wants therefore tend to conflict. Third, interests can coincide with those of others and interest groups will be created. Inevitably some will have a public interest perspective and some not. Some are more articulate or otherwise better at making themselves heard than others and expressed opinion will not necessarily be the same as actual opinion. Having sought out representative opinion from the relevant public, it can be helpful to apply a sense check. A rational imputation of wants will consider: what would we expect the relevant public to want to stand in their shoes? The applicant showed intelligence and creativity and showed an important role to be played in making the motivation too. Sometimes it may be difficult or impossible to gather opinion and a theoretical good motivation and facts presented by the applicant will be the only option. This does impose a greater burden of proof of ability and right to decide, as the motivation and facts presented by the applicant might inevitably be challenged by those with different views.

6(9) (i) (3) possible benefits of extended liquor trading hours and days on the surrounding community.

Economic impacts

The economic impacts of alcohol can usually be split into 2 categories; benefits and costs. The economic benefits alcohol brings to society can be measured by the revenues generated in both the on and off-trade from the sales of alcoholic beverages locally, which in turn the Treasury receives a proportion of by taxation of company profits. They are also represented in the number of jobs created within any region where alcoholic beverages are produced and also indirectly for those who distribute alcohol as a commodity.

These benefits may be more straightforward to calculate than some of the costs. Sunday alcohol sales could bring in tax revenue to the state, which could be used to uplift the poor.

As this is the best way of controlling liquor consumption. Weekly purchases made on a Saturday morning (for the week) might result in overindulgence over the weekend. Therefore, DAILY CONVENIENT purchase of liquor is very important to all people and even more so for people using public transport.

Should a commuter not be able to purchase liquor on arrival at his destination, it will be an option to purchase liquor at a point of boarding public transport. One need not embroil on the hazardous situation of transporting liquor via public transport.

What are the economic advantages of shops opening on Sundays? "Research shows that there is a

they can devote for work. You are more likely to be able to work on a Saturday if the shops are also open on Sunday."

South Africans are not sufficiently aware of the enormous international pressure to keep the productivity of an economy high.

A prime example is the London 2012 Olympics when, in an attempt to encourage further tourist spending, the government suspended Sunday trading laws for eight consecutive weekends.

The results for **September 2012 showed an increase of 3.2 per cent in retail, compared to 1.6 per cent the following month** when the restrictions were back in place. The knock-on effect would be huge – many leisure services, like restaurants, currently have no reason to stay open on a Sunday night because the high street becomes a ghost town in the early evening.

Conclusion

The applicant shown good cause towards complying in terms of taking responsibility and all safety measures possible to assist Council in preventing and managing possible harms associated with alcohol consumption within the community in terms of section 6(9)(i)(2), 11 and 12 of this By-Law by:

- ensuring that reasonable safety and security measures are in place to prevent cause a danger to the safety of patrons inside the premises,
- there is adequate lighting on the outside of the premises where patrons and staff access and exit the licensed premises,
- by taking reasonable steps to ensure that the residents of the surrounding community are not unreasonably affected and inconvenienced by noise or other nuisances emanating from the premises.
- provide good cause identifying the strategies the applicant intends to implement to address these matters and take responsibility.


The applicant also Presented:

- Site plan, showing location in relation to adjoining uses, sensitive uses
- and other licensed premises.
- Management of premises (security, noise, complaints procedure).
- Evidence of commitment to the Responsible Serving of Alcohol.

The applicant showed the council in all aspects that his objective is to balance the need for extended trading hours to create an equal playing field for all liquor licenses with retail Stores across the City of Cape Town with the need to ensure that the general amenity in suburban areas is not unduly affected.

The applicant motivated all Public Interest aspects and all advantages relating the extension of the trading hours for the retail store from 18:00 till 20:00, and the Municipality already approved the application for extended hours to 20:00, as they already experienced the use to the applicant's trading hours till 20:00. The applicant merely applies for another extension for an additional further year.

The applicant respectfully submits that the proposed **application for extension of trading hours** is reasonable required in the public interest and humbly prays that the same be granted by the Council.



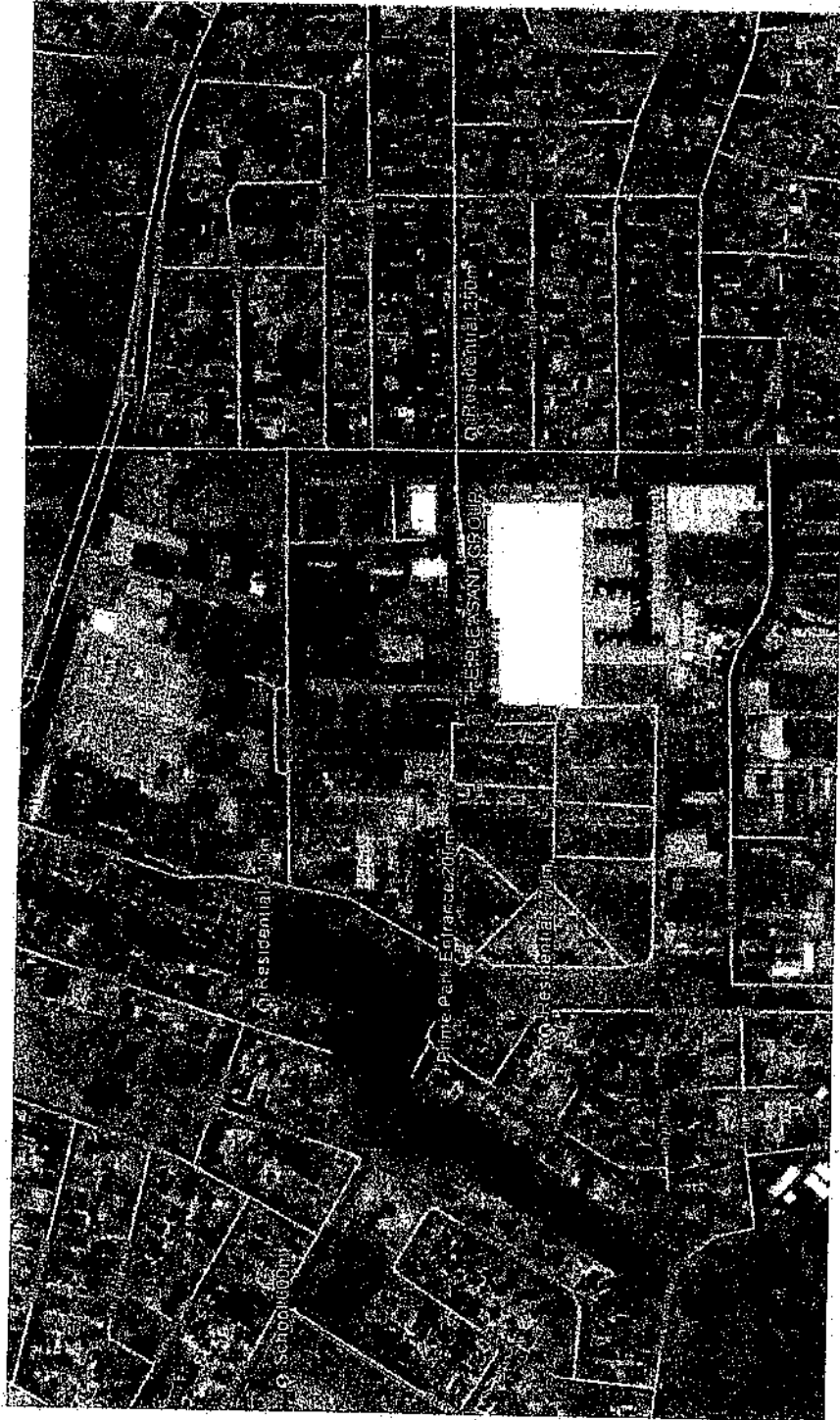
A Crous

ANNEXURE B
Locality Map

NOTES

This drawing is for Business License and for Liquor license application. It is, consequently, not to be used for submission to municipality as a Working drawing or to be used for consideration purposes.

THERE ARE NO SCHOOLS OR PLACES OF WORSHIP WITHIN 300m



LOCALITY MAP

THE PLEASANT GROUP
ERF 161433
UNIT C 24
PRIME PARK
18 MOCKE ROAD
DIEP RIVER
7800

Date: 15 February 2017
Drawn By: J. van der
Checked By: J. van der
Printed: 15 Feb 2017
Tel: 021 5594322
Cell: 081 625 5409
Email: j.van@pleasantsa.co.za

DWG. NO. 963-4/4

ANNEXURE C

Copy of current Liquor Licence & Proof of Renewal Fees paid

2024



Western Cape
Government

Western Cape Liquor Authority

WESTERN CAPE LIQUOR ACT (ACT 4 OF 2008)
FORM 11

LIQUOR LICENCE FOR THE SALE OF LIQUOR FOR CONSUMPTION OFF THE PREMISES
(Reg. 18(4))

Authority Reference Number

WGP/041771

(Hereafter referred to as the licensee)

The Pleasant Group (Pty) Ltd

Is hereby licensed to sell

All kinds of liquor

and to conduct business
under the name of

The Pleasant Group

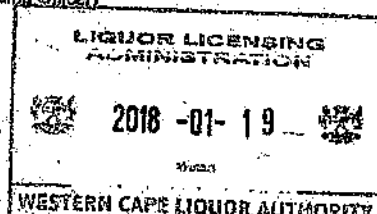
Upon the licensed premises (the plan of which has been submitted with the application or any other plan thereof which has been subsequently approved, and a copy of which is attached hereto as Annexure "A"), situated at Unit C 24, Prime Park, 19 Mocke Road, DIEP RIVER, 7800 in the municipality of City Of Cape Town - Subcouncil 19 in accordance with the provisions of the Act and the conditions, determinations, consents, approvals or authorities issued with this licence.

LICENCE CONDITIONS, DETERMINATIONS, CONSENTS, APPROVALS OR AUTHORITIES

SEE ANNEXURE "B"

Presiding Officer of the Liquor Licensing Tribunal (or person
acting under power delegated by the Presiding Officer)
Signatory # 1

Signatory # 2





**WESTERN CAPE
LIQUOR AUTHORITY**

Western Cape Liquor Authority

The Pleasant Group (Pty) Ltd
8 Gerrie Avenue
TOKAI
7956



OFFICE USE

FORM 21A

ANNUAL LICENCE RENEWAL NOTICE:

FEES PAYABLE IN RESPECT OF A LIQUOR LICENCE FOR:

THE YEAR 2019

(REG. 30(1))

LIQUOR AUTHORITY REFERENCE NUMBER: WCP/041771

Name of licensee: The Pleasant Group (Pty) Ltd

Address of the licensed premises: Unit C 24, Prime Park, 19 Mocke Road, DIEP RIVER, 7800

(If the residential or postal address has changed, please also supply the new address to the following e-mail address:
liquor.enquiries@wcla.gov.za.)

Category of licence: Consumption Off

You are hereby notified that the total renewal fees payable to the Western Cape Liquor Authority are:

Annual: R 4,360, payable on or before 31 December 2018

Please Note:

1. Payment must be made by direct deposit into the following bank account of the Authority:

Bank: Nedbank

Account holder: Western Cape Liquor Authority

Account number: 145 206 9883

Branch code: 198 765

Please use your licence number (WCP/041771) as the reference on the deposit slip.

Kindly email proof of payment to Finance@wcla.gov.za

2. A licence lapses on 1 January of the year in respect of which the applicable renewal fee is not paid on or before 31 December of the preceding year. See section 62(2)(b).

3. A licence that has lapsed in this way becomes valid again only if the applicable renewal fee is paid along with a penalty of 50% of the fee on or before 31 January, or with a penalty of 100% of the fee on or before the last day of February of the year in respect of which the renewal fees had to be paid. See section 62(3)(a)(i) and (ii).

4. A licensee who has failed to pay the prescribed renewal fee on or before the last day of February of the year in respect of which the renewal fee had to be paid may, on or before 31 March of that year, apply in writing (on Form 23) to the Chief Executive Officer for condonation of such failure, and the Chief Executive Officer may condone the failure and allow the late payment of the prescribed fee by a date to be determined by the Authority, subject to the payment of the renewal fee plus a penalty of 150% of the fee. See section 63(4).



**WESTERN CAPE
LIQUOR AUTHORITY**

Licence number: WCP/041771
LMA TS number: 2017/345
Representative: Alfie Crous
021 9138545

ANNEXURE

PLEASE CORRECT IN THE PROVIDED BOX ON THE RIGHT HAND SIDE, AND RETURN THIS FORM BY
EMAIL: LIQUOR.ENQUIRIES@WCLA.GOV.ZA

PLEASE COMPLETE IN BLOCK LETTERS

Licence holder		
	On record	New details
Full Name:	The Pleasant Group (Pty) Ltd	
Mobile No:		
Email Address:	jason@thepleasantgroup.co.za	
Postal Address:	8 Gerrie Avenue TOKAI 7966	
Identity Number:		
Registration Number:	2015/055101/07	

Licence details		
	On record	New details
Licence Type:	Consumption Off	
Trading As:	The Pleasant Group	
Licensed Premises:	Unit C 24 Prime Park 19 Mocke Road DIEP RIVER 7800	

Licence representative		
	On record	New details
Full Name:	Alfie Crous	
Mobile No:		
Email Address:	liquor@alfiecrous.co.za	
Postal Address:	35 Allen Drive Loevenstein BELLVILLE 7535	
Identity Number:		
Registration Number:	6505175053083	

Please Note:

A licensee who intends to subscribe to a biennial renewal cycle, must lodge with the Authority a notice in the form of Form 21B by no later than 30 November 2018.

Signature of Licence Holder / Representative
Date:



2017/345

Account Group



Standard Bank

Internet Banking
Standard Bank Centre
5 Simmonds Street, Johannesburg
2001

P.O. Box 2577, Johannesburg, 2000
Telephone: 0860 123 000
International: +27 11 299 4701
Fax: +27 11 631 4456

Website: www.standardbank.co.za

Hello,

We confirm that the following payment has been made into your account from User:

Reference number	1451768072
Beneficiary name	WESTERN CAPE LIQUOR
Bank name	NEDBANK
Beneficiary account number	0000001452069883
Beneficiary branch number	198765
Beneficiary reference	WCP/041771
Amount	R 4 360.00
Payment date and time	2018-11-06,17:18

If you need more information or have any questions about this payment, please contact:

User.

0824407059.

*Payments to Standard Bank accounts may take up to one day.

Payments to other banks may take up to three business days.

Please check your account to confirm that you have received this payment.

Regards,

The online banking team



WESTERN CAPE
LIQUOR AUTHORITY

Western Cape Liquor Authority

The Pleasant Group (Pty) Ltd
8 Gerrie Avenue
TOKAI
7966

FORM 21A

ANNUAL LICENCE RENEWAL NOTICE:

FEES PAYABLE IN RESPECT OF A LIQUOR LICENCE FOR:

THE YEAR 2020

(REG. 30(1))

LIQUOR AUTHORITY REFERENCE NUMBER: WCP/041771

Name of licensee: The Pleasant Group (Pty) Ltd

Address of the licensed premises: Unit C 24, Prime Park, 19 Mocke Road, DIEP RIVER, 7800

(If the residential or postal address has changed, please also supply the new address to the following e-mail address:
llquor.enquiries@wcla.gov.za.)

Category of licence: Consumption Off

You are hereby notified that the total renewal fees payable to the Western Cape Liquor Authority are:

Annual: R 4,585, payable on or before 31 December 2019.

Please Note:

1. Payment must be made by direct deposit into the following bank account of the Authority:

Bank: Nedbank

Account holder: Western Cape Liquor Authority

Account number: 145 206 9883

Branch code: 198 765

Please use your licence number (WCP/041771) as the reference on the deposit slip.

Kindly email proof of payment to Finance@wcla.gov.za

2. A licence lapses on 1 January of the year in respect of which the applicable renewal fee is not paid on or before 31 December of the preceding year. See section 62(2)(b).

3. A licence that has lapsed in this way becomes valid again only if the applicable renewal fee is paid along with a penalty of 50% of the fee on or before 31 January, or with a penalty of 100% of the fee on or before the last day of February of the year in respect of which the renewal fees had to be paid. See section 62(3)(a)(i) and (ii).

4. A licensee who has failed to pay the prescribed renewal fee on or before the last day of February of the year in respect of which the renewal fee had to be paid may, on or before 31 March of that year, apply in writing (on Form 23) to the Chief Executive Officer for condonation of such failure, and the Chief Executive Officer may condone the failure and allow the late payment of the prescribed fee by a date to be determined by the Authority, subject to the payment of the renewal fee plus a penalty of 150% of the fee. See section 63(4).



WESTERN CAPE
LIQUOR AUTHORITY

Licence number: WCP/041771
LMaTS number: 2017/345
Representative: Alfie Crous
021 9138545

ANNEXURE

PLEASE CORRECT IN THE PROVIDED BOX ON THE RIGHT HAND SIDE, AND RETURN THIS FORM BY
EMAIL: LIQUOR.ENQUIRIES@WCLA.GOV.ZA

PLEASE COMPLETE IN BLOCK LETTERS

Licence holder		
	On record	New details
Full Name:	The Pleasant Group (Pty) Ltd	
Mobile No:		
Email Address:	jason@thepleasantgroup.co.za	
Postal Address:	8 Gerrie Avenue TOKAI 7966	
Identify Number:		
Registration Number:	2015/055101/07	

Licence details		
	On record	New details
Licence Type:	Consumption Off	
Trading As:	The Pleasant Group	
Licensed Premises:	Unit C 24 Prime Park 19 Mocke Road DIEP RIVER 7800	

Licence representative		
	On record	New details
Full Name:	Alfie Crous	
Mobile No:		
Email Address:	liquor@alfiecrous.co.za	
Postal Address:	35 Allen Drive Loevenstein BELLVILLE 7535	
Identify Number:		
Registration Number:	6505175053083	

Please Note:

A licensee who intends to subscribe to a biennial renewal cycle, must lodge with the Authority a notice in the form of Form 21B by no later than 30 November 2019.

Signature of Licence Holder / Representative
Date:



2017/345



Internet Banking
Standard Bank Centre
5 Simmonds Street, Johannesburg
2001

P.O. Box 2577, Johannesburg, 2000
Telephone: 0860 123 000
International: +27 11 299 4701
Fax: +27 11 631 4456

Website: www.standardbank.co.za

Hello,

We confirm that the following payment has been made into your account from User:

Reference number	1661700973
Beneficiary name	WESTERN CAPE LIQUOR
Bank name	NEDBANK
Beneficiary account number	0000001452069883
Beneficiary branch number	198765
Beneficiary reference	WCP/041771
Amount	R 4 585.00
Payment date and time	2019-11-08,15:33

If you need more information or have any questions about this payment, please contact:
User.

0824407059.

Payments to Standard Bank accounts may take up to one day.
Payments to other banks may take up to three business days.
Please check your account to confirm that you have received this payment.

Regards,

The online banking team



Internet banking
Standard Bank Centre
5 Simmonds Street, Johannesburg,
2001
P.O. Box 7725, Johannesburg, 2000
Telephone: 0860 123 000
International: +27 11 299 4701
Fax: +27 11 631 8550
Website: www.standardbank.co.za

Dear alfie

We confirm that the following payment has been made into your account from User:

Reference number	1670998144
Beneficiary name	CITY OF CAPE TOWN MU
Bank name	NEDBANK LIMITED
Beneficiary account number	9909999990990990
Beneficiary branch number	000000
Beneficiary reference	192131688
Amount	R8433.00
Payment date and time	2019-11-25 20h09

WCP/44771

If you need more information or have any questions about this payment, please contact:
User

Payments to Standard Bank accounts may take up to one business day to reflect.
Payments to other banks may take up to three business days.
Please check your account to confirm you have received this payment.

Yours sincerely,
The Internet banking team

ANNEXURE D

Printed Zoning map from City of Cape Town



ANNEXURE E
Power of Attorney

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MINUTES of a meeting of the PTY, **THE PLEASANT GROUP (PTY) LTD,**
REGISTRATION NUMBER: 2015/055101/07, held at **DIEP RIVER** on the **24th**
day of **JANUARY 2018.**

RESOLVED:

- 1 That the company apply for a **SECTION 6(1)** application in terms of **CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013-APPROVED BY COUNCIL: 4 DECEMBER 2013, C58/12/13** for an application to the Municipality, for the extension of trading hours.
- 2 That **JASON PATRICK DELBRIDGE, IDENTITY NUMBER: 901103 5173 085** be and is hereby authorized to sign all documents to give effect hereto.
- 3 That **Alfred Crous (Identity Number: 650517 5053 083)** or **Wilhelmina Charlotte Crous (Identity Number: 710515 0462 083)**

From Crous Liquor Licence Consultants of 35 Allen Drive, Loevenstein, Bellville, is hereby authorized to in accordance with the **SECTION 6(1)** of the **CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013-APPROVED BY COUNCIL: 4 DECEMBER 2013, C58/12/13** to sign and submit any relevant documentation relating to this application with the relevant Authorities and to be our legal representative at any meeting or hearing relating to this application.

Signed at on this **24th** day of **JANUARY 2018.**


.....
SIGNATURE

**APPLICANT OR PERSON AUTHORISED
TO SIGN ON HIS/HER BEHALF**

ANNEXURE F

Letter from Applicant taking responsibility.

THE PLEASANT GROUP (PTY) LTD

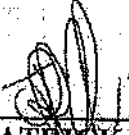
WCP/041771

SECTION 6(1)

THE PLEASANT GROUP
ERF 161433
UNIT C 24
PRIME PARK
19 MOCKE ROAD
DIEP RIVER
7800

Herewith I JASON PATRICK DELBRIDGE, IDENTITY NUMBER: 901103 5173 085 liquor licence holder of THE PLEASANT GROUP, WCP/041771, confirm that I take responsibility and will comply accordingly in terms of Section 6(9)(i), 10, 11, and 12 of the CITY OF CAPE TOWN: CONTROL OF UNDERTAKINGS THAT SELL LIQUOR TO THE PUBLIC, 2013 APPROVED BY COUNCIL: 4 DECEMBER 2013, C58/12/13, ACT and the WESTERN CAPE LIQUOR ACT, 4 of 2008, as amended by the Western Cape Liquor Amendment Act, 10 of 2010,

- ensuring that reasonable safety and security measures are in place to prevent cause a danger to the safety of patrons inside the premises,
- there is adequate lighting on the outside of the premises where patrons and staff access and exit the licensed premises,
- by taking reasonable steps to ensure that the residents of the surrounding community are not unreasonably affected and inconvenienced by noise or other nuisances emanating from the premises.



JASON PATRICK DELBRIDGE
LIQUOR LICENCE HOLDER
2018/02/15

ANNEXURE G

Name, identity number & address of each Shareholder, Member.

THE PLEASANT GROUP (PTY) LTD
REGISTRATION NUMBER: 2015/055101/07

NAME: JASON PATRICK DELBRIDGE
IDENTITY NUMBER: 901103 5173 085

ADDRESS: 8 GERRIE AVENUE
TOKAI
CAPE TOWN
7945

EXTENT OF INTEREST IN BUSINESS: DIRECTOR WITH 100% INTEREST

ANNEXURE H

Copy of current approval for extension of hours

11/11/2020
11/11/2020
11/11/2020



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Making progress possible, Together.

Pessey Building
3 Victoria Road
Rumstead 7800
Private Bag X5, Rumstead 7801
Ask for: Mr ME Cupido
Tel: 021-710 8092
Cell: 084 2300145
Fax: 021-710 9307

Pessey Building
3 Victoria Road
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CITY HEALTH - ENVIRONMENTAL HEALTH - SOUTHERN SUB DISTRICT

For detailed information contact:

PeterX.DuPlessis@capetown.gov.za
Lakeside EHO Office, Bogey Rd, Lakeside

0214441653

ID 1137 APPROVAL LETTER

REF NO: 33/55/7/8/00 - WCP/041771/B

TYPE OF LIQUOR CONSUMPTION: OFF CONSUMPTION

PERSONAL SERVICE

DATE: 26/04/2019

ALFRED CROUS
35 ALLEN DRIVE
LOEVENSTEIN
7530

Dear Sir

RE: APPLICATION FOR EXTENDED LIQUOR TRADING HOURS:

THE PLEASANT GROUP DIEP RIVER

REF 161431 UNIT C24 PRIME PARK 15 MOCKE ROAD DIEP RIVER

I refer to your application received 05/11/2018 regarding the abovementioned matter and wish to advise that your application to extend your liquor trading hours has been considered by Sub Council 20 and it was resolved:

Your application for extended off consumption liquor trading on Sundays from 11:00 to 18:00 was approved by SC 20 on 23 March 2019. Please note that this approval for extended liquor trading hours is valid from 23 March 2019 until 23 March 2020 and remains subject to possession of a valid Liquor License.

This approval will expire on 23/03/2020 where after a new application for extended liquor trading hours for the year will need to be submitted to the City of Cape Town for consideration in terms of section 2 of the City of Cape Town Control of Undertakings that sell Liquor to the Public By-Law 2013.

Yours faithfully

[Signature]
Head Environmental Health
Area 4 Southern

RECEIVED BY: *R. Havens* DATE RECEIVED:

26/4/19 SIGNATURE:

[Signature]