



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LICENSING SUB-COMMITTEE

TUESDAY 6TH NOVEMBER 2012
AT 3.00 P.M.

COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors Mrs. R. L. Dent (Chairman), Ms. M. T. Buxton and
S. P. Shannon

S. J. Dudley (Substitute Member)

AGENDA

LICENSING SUB-COMMITTEE HEARING PROCEDURE (Pages 1 - 4)

1. Appointment of Chairman for the meeting
2. To receive apologies for absence and notification of substitutes
3. Declarations of Interest
4. Application for a Premises Licence in respect of One Stop Stores Limited, 1A Drakes Cross Parade, Wythall, Bromsgrove, B47 5HD (Pages 5 - 60)
5. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

26th October 2012

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INFORMATION FOR THE PUBLIC

Access to Information

The Local Government (Access to Information) Act 1985 widened the rights of press and public to attend Local Authority meetings and to see certain documents. Recently the Freedom of Information Act 2000 has further broadened these rights, and limited exemptions under the 1985 Act.

- You can attend all Council, Cabinet and Committee/Board meetings, except for any part of the meeting when the business would disclose confidential or “exempt” information.
- You can inspect agenda and public reports at least five days before the date of the meeting.
- You can inspect minutes of the Council, Cabinet and its Committees/Boards for up to six years following a meeting.
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- An electronic register stating the names and addresses and electoral areas of all Councillors with details of the membership of all Committees etc. is available on our website.
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You can access the following documents:

- Meeting Agendas
- Meeting Minutes
- The Council’s Constitution

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Appendix

LICENSING SUB-COMMITTEE

HEARING PROCEDURE

1. The Chairman will open the hearing and introduce members of the Sub-Committee and officers present.
2. The Chairman will ask all parties to the proceedings to introduce themselves.
3. The Chairman will inform those present that the meeting is being recorded.
4. In the event the Applicant is not represented, the Chairman will remind the Applicant that he/she can be represented by a legal representative at his/her own expense.
5. The Licensing Officer will present the report.
6. The Chairman will invite Members of the Sub-Committee and all parties to the proceedings to put any relevant questions to the Licensing Officer.
7. The Chairman will invite the Applicant and/or his/her representative to present his/her case and call any witnesses. The Applicant will be allowed a maximum of 10 minutes to present their case.
8. The Chairman will invite Members of the Sub-Committee and other parties to the proceedings to put any relevant questions to the Applicant and/or his/her representative.
9. The Chairman will invite the Responsible Authorities to present their representations. New representations must not be raised. The Responsible Authorities will be allowed a total of 10 minutes to present their case(s). If two or more Responsible Authorities wish to address the Sub-Committee the 10 minutes will be divided between them.
10. The Chairman will invite Members of the Sub-Committee and all other parties to the proceedings to put any relevant questions to the Responsible Authorities.
11. All other Parties to the proceedings will be invited to present their representations or elect a spokesperson to speak on their behalf. New representations must not be raised. A maximum of 10 minutes will be allowed for the Parties to present their case(s). If two or more Parties wish to address the Sub-Committee the 10 minutes will be divided between them.

- 12. The Chairman will invite Members of the Sub-Committee and the applicant / applicant's representative to put any relevant questions to the other Parties.**
- 13. The other Parties to the proceedings will be invited to sum up. A maximum of 5 minutes will be allowed.**
- 14. The Responsible Authorities will be invited to sum up. A maximum of 5 minutes will be allowed.**
- 15. The Applicant and/or his/her representative will be invited to sum up. A maximum of 5 minutes will be allowed.**
- 16. The Chairman will ask the Council's Legal Advisor if there is any legal advice to be given.**
- 17. At the conclusion of the hearing Members of the Sub-Committee, the Legal Adviser and the Democratic Services Officer will withdraw from the meeting room so that the Sub-Committee can reach its decision in private.**
- 18. Once the Sub-Committee has reached its decision, all parties will return and the meeting will reconvene. The Sub-Committee's decision, together with the reasons for the decision, will be announced by the Chairman.**
- 19. The Sub-Committee's decision will be confirmed in writing to the Applicant and those parties who made representations.**

Please Note:

1. ***Each application coming before the Licensing Sub-Committee will be treated on its own merits, and the Sub-Committee will take its decision based upon:***
 - a) ***the promotion of the four licensing objectives, as given by the Licensing Act 2003, namely:***
 - ***the prevention of crime and disorder;***
 - ***public safety;***
 - ***the prevention of public nuisance; and***
 - ***the protection of children from harm;***
 -
 - b) ***Bromsgrove District Council's Statement of Licensing Policy;***
 - c) ***guidance issued under section 182 of the Licensing Act 2003; and***
 - d) ***the Licensing Act 2003.***
2. ***The Chairman may require any person who in his/her opinion is behaving in a disruptive manner to leave the meeting, and may refuse to permit that person to return, or permit him/her to return only on such conditions as the Chairman may specify. However, such person may, before the end of the hearing, submit in writing any information which he/she would have been entitled to have given orally at the meeting had he/she not been required to leave.***
3. ***Decisions may be taken in the absence of the Applicant or any other party. All notices and representations received from absent parties will be considered.***
4. ***Questioning must not be hostile or intended to unfairly undermine the position of any party.***
5. ***Late evidence will only be considered with the agreement of all parties present.***
6. ***In cases where a decision cannot be given at the end of the hearing, the decision will be made within 5 working days.***
7. ***An appeal to the Magistrates' Court against the Sub-Committee's decision must be lodged within 21 days of the date on which all parties were notified in writing of the decision of the Licensing Sub-Committee.***
8. ***All meetings are recorded.***

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Licensing Sub-Committee

6th November 2012

APPLICATION FOR A PREMISE LICENCE UNDER THE LICENSING ACT 2003

Relevant Portfolio Holder	Councillor Kit Taylor
Portfolio Holder Consulted	No
Relevant Head of Service	Steve Jordan – Head of Worcestershire Regulatory Services.
Wards Affected	Drakes Cross & Walkers Heath
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 To consider an application for a Premise licence made by One Stop Stores Ltd to sell alcohol off the premise at One Stop, 1A Drakes Cross Parade, Wythall, Bromsgrove, B47 5HD. This application is brought before the Licensing Sub-Committee following receipt of relevant objections.

2. RECOMMENDATIONS

- 2.1 **The Sub-Committee is asked to RESOLVE**

whether or not, having regard to the licensing objectives, the Guidance issued under section 182 of the Licensing Act 2003, the District Council's Statement of Licensing Policy, the applicant's proposed Operating Schedule and relevant representations made by responsible authorities;

- 1) **To grant or refuse the application, as shown in the application form attached at Appendix 1 to the report.**
- 2) **If the Licensing Sub-Committee is minded to approve the application;**
 - a) **to attach relevant Mandatory Conditions; and**
 - b) **to consider, with due regard to the statutory licensing objectives and the relevant representation received, whether to attach any appropriate conditions.**

3. KEY ISSUES

Financial Implications

- 3.1 The Statutory Fee of £190.00 has been paid, and the application has been duly advertised in accordance to the requirements of the Licensing Act 2003.

Licensing Sub-Committee

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Legal Implications

- 3.2 The Sub-Committee should have regard to any National Guidance set down under S182 of the Licensing Act 2003 and Bromsgrove District Council's Statement of Licensing Policy.
- 3.3 The Sub-Committee is obliged to determine this application with a view to the promotion of the licensing objectives which are:
- The Prevention of Crime and Disorder
 - Public Safety
 - The Prevention of Public Nuisance
 - The Protection of Children from Harm.
- 3.4 The Sub-Committee must also have regard to the representations made and the evidence it hears.
- 3.5 The Sub-Committee must take such of the following steps as it considers necessary for the promotion of the licensing objectives:
- (a) Grant the application as asked
 - (b) Modify or impose conditions on the licence, by altering or omitting or adding to them.
 - (c) Reject the application.
- 3.6 The Sub-Committee is asked to note that it may not modify the conditions or reject the whole or part of the application merely because it considers it desirable to do so. It must actually be necessary in order to promote the licensing objectives.
- 3.7 The Human Rights Act 1998 incorporates human rights under the European Convention into English law. Article 6 provides that, in the determination of a person's civil rights, everyone is entitled to a fair and public hearing. In this respect, third parties whose property rights may be adversely affected and, of course, applicants themselves, should be allowed to address the Sub-Committee.

Service/Operational Implications

- 3.8 An application for a new Premises Licence for One Stop, 1A Drakes Cross Parade, Wythall, Bromsgrove B47 5HD, made by One Stop Stores Ltd was received by Bromsgrove District Council on the 10th September 2012, for the:

Sale of alcohol off the Premises:

Monday to Sunday 06:00 – 23:00

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- 3.9 The Licensing Authority has received 4 letters of representations objecting to the application made by One Stop Stores Ltd. Copies of the letters are attached as **Appendix 2**.
- 3.10 The representations received relate to two of the four licensing objectives.
* The Prevention of Crime and Disorder
* The Prevention of Public Nuisance
- 3.11 No objections have been received from any of the Responsible Authorities
- 3.12 A Map of the location of the premise is attached as **Appendix 3** and an aerial view of the location is provided at **Appendix 4**

Customer / Equalities and Diversity Implications

- 3.13 None

4. RISK MANAGEMENT

- 4.1 None

5. APPENDICES

Appendix 1 Application Form, Plan
Appendix 2 Objection letters
Appendix 3 Map of location of premise
Appendix 4 Aerial view of the location.

6. BACKGROUND PAPERS

Licensing Act 2003
Guidance under S182 of the Licensing Act 2003
Statement of Licensing Policy

AUTHOR OF REPORT

Name: Sayful Alom – Licensing Officer
E Mail: sayful.alom@worcsregservices.gov.uk
Tel: (01527) 881454

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**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I/We ONE STOP STORES LTD

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description One Stop 1a Drakes Cross Parade Wythall			
Post town	Birmingham	Post code	B47 5HD

Telephone number at premises (if any)	TBC
Non-domestic rateable value of premises	£16250

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as
Please tick yes

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post Town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	

Current postal address if different from premises address			
Post Town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name ONE STOP STORES LIMITED
Address Apex Road Brownhills Walsall West Midlands WS8 7TS
Registered number (where applicable) 02462858
Description of applicant (for example, partnership, company, unincorporated association etc.) Limited Company
Telephone number (if any) 01543 363195
E-mail address (optional) licensing@onestop.co.uk

Part 3 Operating Schedule

When do you want the premises licence to start?

Day		Month		Year	
1	0	1	0	2	0
1	2				

If you wish the licence to be valid only for a limited period, when do you want it to end?

Day		Month		Year	

Please give a general description of the premises (please read guidance note1)

A convenience store with off licence, selling groceries, confectionary, news papers and magazines, beers, wines, spirits and non food goods.

One Stop Stores Ltd has become an established convenience store operator, with approximately 600 stores trading throughout England and Wales.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick yes

- | | |
|---|--------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of entertainment facilities:

- | | |
|---|--------------------------|
| i) making music (if ticking yes, fill in box I) | <input type="checkbox"/> |
| j) dancing (if ticking yes, fill in box J) | <input type="checkbox"/> |
| k) entertainment of a similar description to that falling within (i) or (j) (if ticking yes, fill in box K) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box L)

Supply of alcohol (if ticking yes, fill in box M)

In all cases complete boxes N, O and P

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue			<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Wed			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Thur					
Fri					
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 6)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri					
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 6)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Thur								
Fri						<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat								
Sun								

G

Performances of dance Standard days and timings (please read guidance note 6)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 3)		
Tue					
Wed			State any seasonal variations for the performance of dance (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment you will be providing</u>		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 3)		
Wed					
Thur					
Fri			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Sat					
Sun					
			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		

I

Provision of facilities for making music Standard days and timings (please read guidance note 6)			<u>Please give a description of the facilities for making music you will be providing</u>	
			<u>Will the facilities for making music be indoors or outdoors or both – please tick</u> (please read guidance note 2)	
Day	Start	Finish	Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 3)	
Tue				
Wed			<u>State any seasonal variations for the provision of facilities for making music</u> (please read guidance note 4)	
Thur				
Fri			<u>Non standard timings. Where you intend to use the premises for provision of facilities for making music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)	
Sat				
Sun				

J

Provision of facilities for dancing Standard days and timings (please read guidance note 6)			Will the facilities for dancing be indoors or outdoors or both – please tick (see guidance note 2)	Indoors <input type="checkbox"/>	Outdoors <input type="checkbox"/>	Both <input type="checkbox"/>				
			<u>Please give a description of the facilities for dancing you will be providing</u>							
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)							
Mon										
Tue										
Wed							<u>State any seasonal variations for providing dancing facilities</u> (please read guidance note 4)			
Thur										
Fri							<u>Non standard timings. Where you intend to use the premises for the provision of facilities for dancing entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)			
Sat										
Sun										

K

Provision of facilities for entertainment of a similar description to that falling within i or j Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment facility you will be providing</u>		
Day	Start	Finish	<u>Will the entertainment facility be indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 3)		
Wed					
Thur			<u>State any seasonal variations for the provision of facilities for entertainment of a similar description to that falling within i or j</u> (please read guidance note 4)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the provision of facilities for entertainment of a similar description to that falling within i or j at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sun					


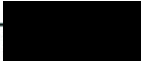
L

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

M

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon	0600	2300	State any seasonal variations for the supply of alcohol (please read guidance note 4)		
Tue	0600	2300			
Wed	0600	2300			
Thur	0600	2300			
Fri	0600	2300			
Sat	0600	2300			
Sun	0600	2300			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)		

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name Sarah Marklew	
Address 	
Postcode	
Personal Licence number (if known) 08/00117/LAPERN	
Issuing licensing authority (if known) Lichfield District Council	

N

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8)

None

O

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	0600	2300	
Tue	0600	2300	
Wed	0600	2300	
Thur	0600	2300	
Fri	0600	2300	
Sat	0600	2300	
Sun	0600	2300	
			<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 5)

P Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

All staff will be trained in relation to the sale of age restricted goods.

A CCTV system will operate at the store.

An age recognition scheme such as Challenge 25 will be in place.

A register of all challenged and refused sales will be maintained.

A register of all major incidents of crime and disorder will be maintained.

A system of prompts will be in place to ensure staff undertake age checks on age restricted products.

b) The prevention of crime and disorder

A close circuit television system offering sufficient coverage of the store will be in operation during trading hours with all equipment being maintained in good working order.

CCTV images will be retained for a maximum of 28 days and made available to any of the Responsible Authorities upon reasonable request.

A Register of all major incidents of crime and disorder will be kept.

The Premises will be fitted with an industry standard approved Intruder Alarm System.

c) Public safety

The requirements of the Fire Officer will be complied with.

A Fire Risk Assessments will be undertaken prior to the premises trading

d) The prevention of public nuisance

A regular litter pick of the stores external areas will be carried out.

e) The protection of children from harm

All staff will be trained in relation to the sale of age restricted goods.

An age recognition scheme such as Challenge 25 will be in place.

A system of prompts will be in place to ensure staff undertake age checks on age restricted products.

A register of all challenged and refused sales will be maintained.


Please tick yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that I must now advertise my application
- I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant’s solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	7 September 2012
Capacity	Trading Law Manager (Licensing)

For joint applications signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent. (please read guidance note 12). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13) Sarah Marklew One Stop Stores Limited Apex Road Brownhills			
Post town	Walsall	Post code	WS8 7TS
Telephone number (if any)	01543 363195		
If you would prefer us to correspond with you by e-mail your e-mail address (optional) licensing@onestop.co.uk			

Notes for Guidance

1. Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate. Indoors may include a tent.
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
7. If you wish people to be able to consume alcohol on the premises please tick on, if you wish people to be able to purchase alcohol to consume away from the premises please tick off. If you wish people to be able to do both please tick both.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless

- of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups, the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
 10. The application form must be signed.
 11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
 12. Where there is more than one applicant, both applicants or their respective agents must sign the application form.
 13. This is the address which we shall use to correspond with you about this application.

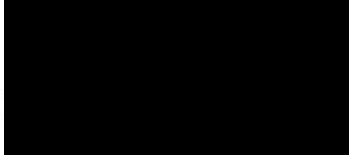
Consent of individual to being specified as premises supervisor

Sarah Marklew

I

.....
[full name of prospective premises supervisor]

of



.....
[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

Variation to be DPS

.....
[type of application]

by

One Stop Stores Ltd

.....
[name of applicant]

relating to a premises licence

.....
[number of existing licence, if any]

for

One Stop
1a Drakes Cross Parade
Wythall
Birmingham
B47 5HD

.....
[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by

One Stop Stores Ltd

[name of applicant]

concerning the supply of alcohol at

One Stop
1a Drakes Cross Parade
Wythall
Birmingham
B47 5HD

[name and address of premises to which application relates]

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

08/00117/LAPERIN

[insert personal licence number, if any]

Personal licence issuing authority

Lichfield District Council

[insert name and address and telephone number of personal licence issuing authority, if any]

Signed

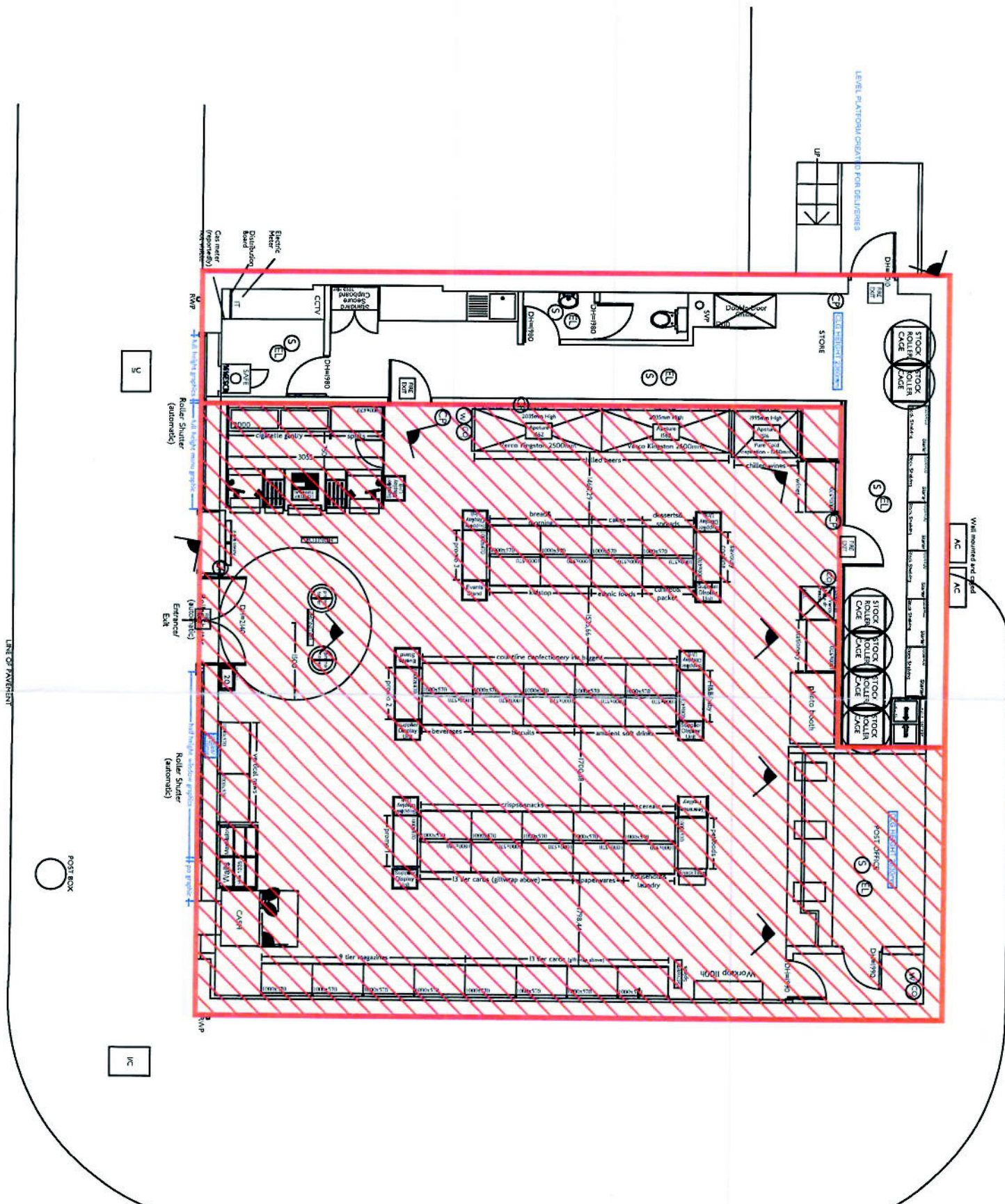


Name (please print)

Sarah Marklew

Date

SECURITY CHECK SECURITY MEASURES CONTROL MONITOR	
LICENSING DRY LEASING FOR LICENSING	
CTTV SECURITY CHECK CONTROL MONITOR	
FIRE / ALARM 1. FIRE ALARM 2. FIRE ALARM CONTROL PANEL 3. FIRE ALARM INDICATOR LIGHTS 4. FIRE ALARM BELL 5. FIRE ALARM CALL BELLS 6. FIRE ALARM CONTROL PANEL 7. FIRE ALARM INDICATOR LIGHTS 8. FIRE ALARM BELL 9. FIRE ALARM CALL BELLS 10. FIRE ALARM CONTROL PANEL	



OFF LICENCE PROPOSED PR - 3010 job no: 3	
one-stop your local store	
store address: 1A Drakes Cross Parade South B47 5HD	date: 14.07.11 scale: 1:100
project type: measured survey	stock area: 1463 m ² 47 m ² 505 ft ² 20 m ² 215 ft ²
sales area: 1463 m ²	post office: 20 m ² 215 ft ²
stock room size: medium store profile: main road old store grading: large	

Proposed off licence plan

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Licensing Department
Bromsgrove District Council
The Council House
Burecot Lane
Bromsgrove
Wores B60 1AA




17 September 2012

Dear Sir or Madam,

Licensing Act 2003 - Application for Grant of Premises Licence – One Stop Stores Limited, 1a Drakes Cross Parade, Wythall, B47 5HD

I wish to formally Object to the application for a Licence to Supply Alcohol for consumption off the premises which has been submitted by One Stop Stores Limited.

The premises are situated within an area subject to a Designated Public Places Order (DPPO) (formerly known as an Alcohol Free Zone) because of the very real problem of anti-social behaviour caused by drinking in public. The granting of another premises licence in such a designated area makes no sense whatsoever. The Police will confirm that the area is still a “hot spot” for anti-social behaviour, especially amongst younger members of the community.

The existing shop premises has never sold alcoholic drinks and the market is well-served by the Spar store just a few doors away together with other licensed shops in May Lane, Hollywood Lane and Station Road. The increased availability of alcohol will attract more anti-social behaviour to this area to the detriment of the occupiers of houses in the immediate vicinity.

If the licence is to be granted I can see no justification why the supply of alcohol should be permitted as early as 6.00am on seven days of the week, or as late as 11.00pm every night. The trading hours of the existing licensed Spar store are 08.00 am to 10.00 pm Monday to Saturday and 09.00 am to 10.00 pm on Sundays.

I would ask that the licensing hours be similarly restricted so that public nuisance and crime in this residential area are kept to a minimum.

I would like the opportunity to address the Sub-committee to present my objections.

Yours faithfully,


WYTHALL RESIDENTS ASSOCIATION

Hon Secretary:
Helen Cleaver



Tel: 01564 822238
E-mail: helenacleaver@blueyonder.co.uk



27 September 2012

Dear Sir or Madam,

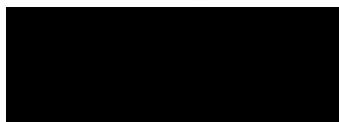
Licensing Act 2003 - Application for Grant of Premises Licence – One Stop Stores Limited, 1a Drakes Cross Parade, Wythall B47 5HD

We wish to formally object to the licensing hours requested in the application for a Licence to Supply Alcohol for consumption off the premises which has been submitted by One Stop Stores Limited.

If the licence is to be granted we can see no justification why the supply of alcohol should be permitted as early as 6am, seven days of the week, or as late as 11pm every night. The trading hours of the existing licensed Spar store, which is situated in the same block of shops are 8am to 10pm Monday to Saturday and 9am to 10pm on Sundays.

We would ask that the licensing hours be similarly restricted so that public nuisance and crime in this residential area are kept to a minimum.

Yours faithfully,



Helen Cleaver
Hon. Secretary
Wythall Residents Association



[REDACTED]

[REDACTED]

8 OCT 2012

[REDACTED]

2/10/12

I NOTICE THAT THE ONE STOP STORE, IS PUTTING IN FOR A APPLICATION FOR A ALCOHOL LICENCE, AT THEIR DRAKES CROSS, ONE STOP STORE. I LIVE [REDACTED] THE SHOP, AND I AM AGAINISH IT, AND SO ARE MY NEIGHBOURS, WE HAVE ENOUGH WITH THE YOUTH'S THAT HANG AROUND THE SHOP AT NIGHT, HAS THE SHOP IS OPEN TILL 11-00 PM., I THINK WITH ALL THE OUTLETS THAT SELL ALCOHOL, (SWAN PUBLIC HOUSE) AND (SPAR SHOP) ON ^{THE} PARADE, I SUPPOSE WHEN THE NEW TEXSO STORE ON THE ALCESTER. RD, OPENS IT WILL BE SELLING ALCOHOL AS WELL, DONT THE BANNING COMMITTEE THINK WE HAVE A ENOUGH ALCOHOL OUTLETS

THANK YOU

[REDACTED]

Sayful Alom

From: Pauline Ross
Sent: 09 October 2012 09:49
To: Sayful Alom
Subject: FW: Application by One Stop (part of the Tesco group), 1A Drakes Cross Parade, Wythall, Birmingham, B47 5HD Drakes Cross for drinks license.

Importance: High

Hi Sayful

Not sure if you have received the email below, not sure why it has come direct to me?

Pauline Ross
 Democratic Services Officer
 Legal, Equalities and Democratic Services
 Bromsgrove District Council Redditch Borough Council
 The Council House Town Hall
 Burcot Lane Walter Stranz Square
 Bromsgrove Redditch
 B60 1AA B98 8AH
 Web: www.bromsgrove.gov.uk Web: www.redditchbc.gov.uk
 Tel: 01527 881406
 Fax: 01527 881414
 email: p.ross@bromsgroveandredditch.gov.uk

From: [REDACTED]
Sent: 08 October 2012 11:50
To: Pauline Ross
Subject: Application by One Stop (part of the Tesco group), 1A Drakes Cross Parade, Wythall, Birmingham, B47 5HD Drakes Cross for drinks license.

Dear Sirs

Re: **Application by One Stop (part of the Tesco group), 1A Drakes Cross Parade, Wythall, Birmingham, B47 5HD Drakes Cross for drinks license.**

According to a notice posted in the above mentioned supermarket that they have made application to the Licensing Committee for a license to sell alcohol between the hours of 06.00 and 23.00.

I would make the following objections:

- 1) There are sufficient outlets already within this area to buy alcohol; the White Swan public house, Wythall Community Centre, and SPA supermarket. Why do we need another outlet for the sale of alcohol?
- 2) There is already nuisance caused by people eating fish and chips/drinking alcohol and dining "al fresco" on the wall directly opposite SPA (corner of the Alcester Road and Shawhurst Lane.) This must be very annoying for residents who live opposite SPA as they already have problems with youths using this as a meeting place.
- 3) This application is within a "Alcohol Free Zone." I presume that the establishment of such a zone was to stop irresponsible alcohol consumption. Establishing another outlet where alcohol can be bought and consumed immediately (if so required) is not necessary. Has anyone ever be warned or fined for drinking alcohol within this zone?

- 4) Why is the application timed from 06.00 hrs?. This seems very early timing for such a license to be granted.
- 5) One Stop, although branded as a convenience store is mainly used for the sale of drinks, confectionary, papers, and use of the Post Office. The store has already been subject to a robbery and I consider the risk to be increased if the premises are used for the sale of alcohol.

My main concerns are in respect of crime and disorder and prevention of public nuisance.

I trust the Committee will take these views into account when coming to their decision.

Regards,



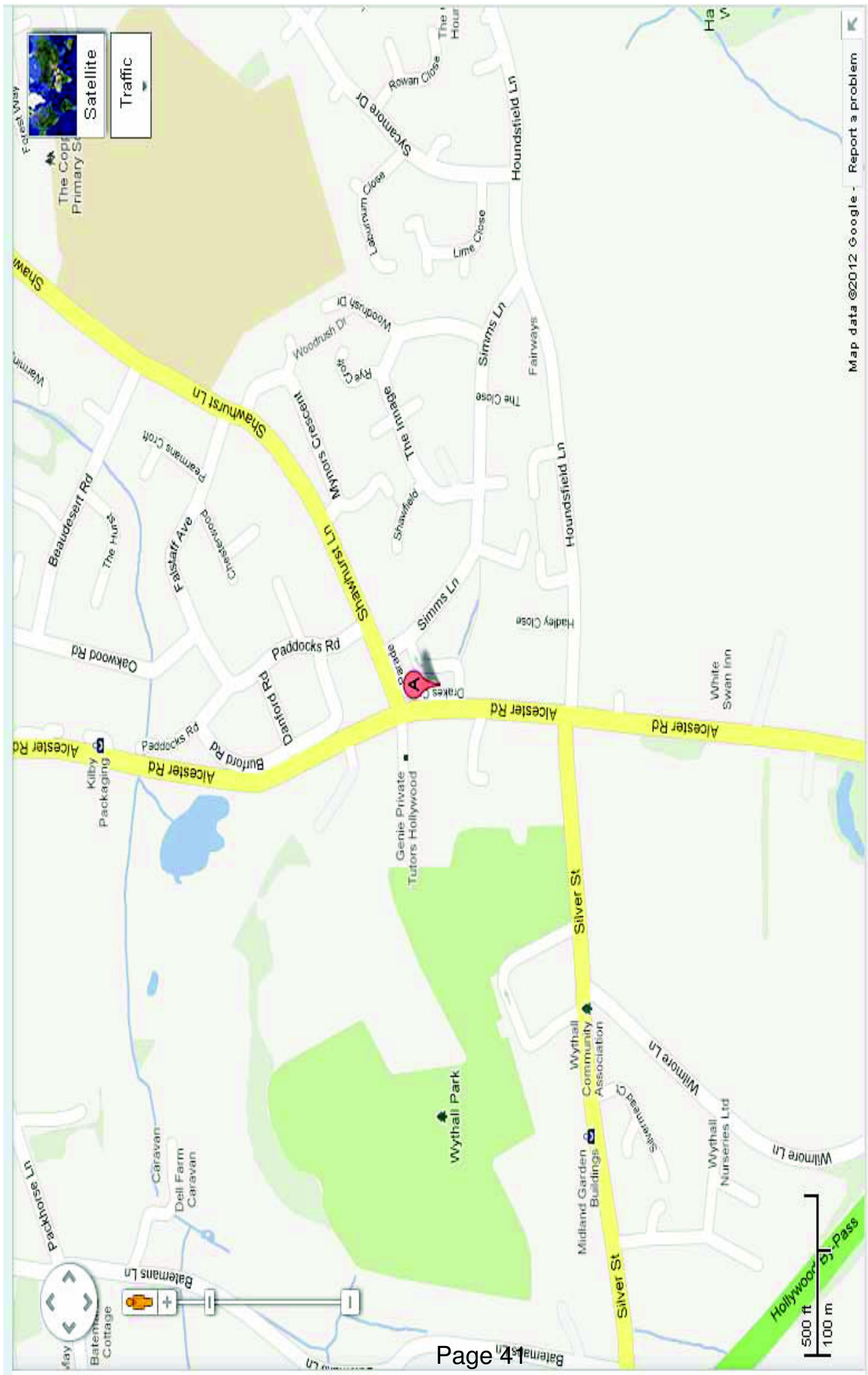
My main concerns are in respect of crime and disorder and prevention of public nuisance.

I trust the Committee will take these views into account when coming to their decision.

Regards,



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 Satellite
 Traffic

Map data ©2012 Google - Report a problem



14:45
08/10/2012

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Map
Traffic



50 ft
20 m

Report a problem

Internet

14:40
08/10/2012

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BROMSGROVE DISTRICT COUNCIL

APPLICATION FOR GRANT OF PREMISES LICENCE - ONE STOP, 1a DRAKES CROSS PARADE, WYTHALL, BIRMINGHAM B47 5HD

STATEMENT OF: Sarah Marklew

CAPACITY: Trading Law Manager (Licensing) for One Stop Stores Limited

This statement is true to the best of my knowledge and belief

INTRODUCTION

I am the Trading Law Manager for Licensing for One Stop Stores Limited, which operates over 600 stores across England and Wales. My responsibilities include developing processes and systems to deliver improved compliance standards, advising the business on legal requirements and liaising with external agencies. I have been employed by One Stop for 4 years.

One Stop is a retail convenience business with key focus on being a store for customers in the neighbourhood. We are not a dedicated off-licence. We sell newspapers, groceries, snacks, drinks and household items. We also offer services for our customers' benefit, such as Pay Point (where you can pay your utility bills) and electronic top-up for mobile phones. Generally in our licensed stores, circa 90% of our transactions do not include the sale of alcohol.

As a company, we take our compliance responsibilities very seriously. We have developed a partnership with our home authority, Walsall Metropolitan Borough Council, and have developed, with them, our policy on the management of age restricted sales and our due diligence procedures to prevent these.

I attach as Annex A to this statement this agreed policy, which describes our management systems and structure, age policy, training, till prompts, refusals logs, internal test purchasing and reviews and audits.

One Stop is a member of the Retail of Alcohol Standards Group (which promotes responsible sales of alcohol) and a number of our stores are involved in Community Alcohol Partnerships (working with Trading Standards, Police and Local Schools). We also partner with Citizencard to promote 'proof of age' cards and reduced-fee dual branded application forms for Citizencards are available in our stores.

We are also conscious of our responsibilities to keep our staff safe. Our stores have a system called 'staff safe' which allows staff to alert a monitoring centre of shoplifting and anti-social behaviour. This system is installed at Drakes Cross. I attach as Annex B to this statement a staff poster detailing the use of the staff safe system.

APPLICATION FOR GRANT OF PREMISES LICENCE

The application for the grant of a Premises Licence is to allow the sale of alcohol from 06.00 to 23.00 daily in line with the company's brand standards, with opening hours for the same times. The store currently opens from 06.00 to 23.00 and we have therefore applied for authority throughout these times, in accordance with the Statement of Licensing Policy which states that the Licensing Authority will not generally restrict times when shops can sell alcohol for consumption off the premises, unless police consider the premises to be a focus of disorder and disturbance (paragraph 8.2 of the Policy). Clearly now that the discretion of the Licensing

Authority has been engaged, consideration will be given to the individual merits of the application in accordance with paragraph 8.3 of the Policy.

There are no representations to the application from any responsible authority, including the police or Environmental Health.

We have proposed a number of conditions be attached to the Licence as detailed within the application. These include:

- CCTV system offering sufficient coverage of the store will be in operation during trading hours with all equipment being maintained in good working order.
- CCTV images will be retained for 28 days and made available on request (please note the proposed positions of the CCTV cameras are shown on the Licence plan and include both internal and external cameras).
- A register of all major incidents of crime and disorder will be kept.
- The Premises will be fitted with an industry standard approved Intruder Alarm System.
- The requirements of the Fire Officer will be complied with.
- Fire risk assessments will be undertaken.
- A regular litter pick of the stores' external areas will be carried out.
- All staff will be trained in relation to the sale of age restricted goods.
- An age recognition scheme such as Challenge 25 will be in place.
- A system of prompts will be in place to ensure staff undertake age checks on age restricted products.
- A register of all challenged and refused sales will be maintained.

DRAKES CROSS STORE

This store is situated on Drakes Cross Parade in Wythall. Drakes Cross Parade includes a number of other businesses, such as florist, estate agent, fish & chip shop, Spar and hairdressers. Car parking is available for the use of shops on the parade. I attach a photograph of the store at Annex C of this statement.

The store at Drakes Cross has been in operation as a One Stop since September 2011, although it does not currently sell alcohol. In addition to Pay Point and phone top-up, there is a Post Office within the store. There is also an internal cash machine for the convenience of our customers in the locality, and we sell a variety of groceries and household items. There are approximately 400 residential addresses in a 250 metre radius of the store.

Following the grant of landlord's consent for the sale of alcohol at this store, we are now applying for a Premises Licence, but we will continue to sell our convenience store range and operate the Post Office and cash machine. The store will therefore not operate as a dedicated off-licence.

The layout of the store is shown on the plan submitted with the application. As set out above, the plan includes the position of internal and external CCTV cameras and monitors. The proposed area for the display of alcohol within the store will be covered by these cameras and will also be visible from the till points. Shift Managers/ Sales assistants are required to monitor the CCTV coverage and will be trained to look out for the possibility of proxy sales of alcohol and refuse any suspected proxy sales.

Staff will also have the benefit of the 'Staff Safe' wristband to enable them to call for assistance from the monitoring centre for shoplifting, anti-social behaviour, threatening behaviour and/or robbery.

All store employees have received conflict management training to deal with a number of situations including anti-social behaviour; however this is not currently an issue at the store. The store also works closely with the local PCSO in the area and has CCTV coverage at the store.

One Stop Drakes Cross has 14 full time/part time staff and are currently recruiting for additional staff. The application has been submitted with myself named as Designated Premises Supervisor. However, when the Licence is granted, the Licence will be varied to name the Store Manager, Kevin Balmer, as DPS.

Kevin has held a personal licence since 2008. Kevin has been the Store Manager at Drakes Cross for a few months, having worked for One Stop since 2005 as a Sales Assistant progressing to Store Manager in 2008. During his career with One Stop he has worked at 4 stores, 2 within Kenilworth, Kings Heath and Drakes Cross. All stores previous to Drakes Cross sell alcohol. Kevin also completed Audit secondment from 2009-2011. In addition to the DPS, it is intended that there will be another personal licence holder at the store.

The store will have a Licensing Guide in-store in accordance with the company standard and a refusals report will be generated daily. The Store manager will be required to check the reports on a daily basis. The report would also be checked by the Area Manager when carrying out planned visits to the store and this would be documented in their Visit Book, which is required to be completed as part of company policy.

All staff at Drakes Cross will be trained in accordance with the company's "Bronze Silver Gold" training package and a law poster will be issued to the store every three months to confirm and evidence staff understanding of the company's policy and procedures.

CONCLUSION

This application for grant of the Premises Licence has been made for the times applied for, in accordance with our existing opening hours, for the convenience of our customers.

However, that does not change our responsibilities under licensing legislation to promote the licensing objectives, including the prevention of public nuisance and the prevention of crime and disorder. For the reasons outlined above, I do not believe that granting this application would have an adverse impact on the licensing objectives.

Sarah Marklew

Dated: 22 October 2012

Annex A – Age Restricted Sales Management – One Stop's Ways of Working, produced in partnership with Walsall Metropolitan Borough Council

Annex B – Staff Safe poster

Annex C – Photo of store

Information for Enforcement Officers

Age Restricted Sales Management One Stop's Ways of Working

**This booklet has been produced
in Partnership with
Walsall Metropolitan Borough Council**



Walsall Council

1. Introduction

One Stop Stores Ltd operates over 500 stores across England and Wales. As a responsible retailer, we are committed at every level of our business, to working in partnership with Responsible Authorities and local communities, to comply with all aspects of the law including the prevention of under age sales. We have developed a robust management system which incorporates a review mechanism, to ensure continuous improvement in our ways of working and our performance. We have an in-house function to check compliance in stores and a training department accredited by the British Institute of Innkeepers to deliver the National Certificate for Personal Licence Holders qualification.

We are a member of the Retail of Alcohol Standards Group (the main aim of which is to promote responsible trading of alcohol), and have a number of stores involved in Community Alcohol Partnerships (working with Trading Standards, Police and Local Schools). We have also formed a partnership with Citizencard to facilitate the use of 'proof of age' cards by young people, and reduced-fee dual-branded application forms are available in our stores.

We have developed a good working relationship with our Home Authority, Walsall Metropolitan Borough Council, and continue to develop our communications through regular meetings.

For your further information, our Management System is described in brief below;-

2. Policy

Look, Think Under 25, Ask

One Stop's Policy is known as 'Look, Think Under 25, Ask', and applies to all age restricted products.

This means that unless the till operator is completely confident the customer looks at least 25, or they *know* the customer is old enough, they must ask for proof of age. If the customer is unable to produce ID then the sale must be refused. The forms of proof of age which are acceptable, are photo-type driving licence, Passport, and Cards carrying the "PASS" hologram.

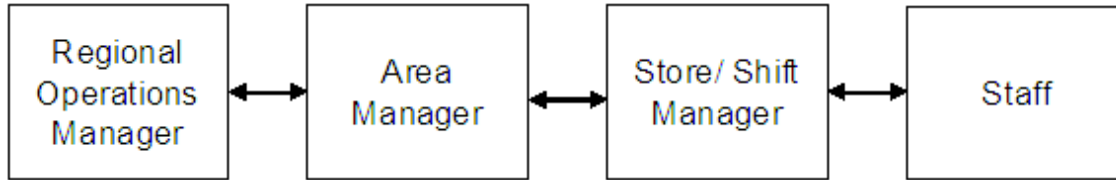
Key messages pertaining to age restricted sales are well promoted in store (i.e. door posters, till area signage, and shelf edge highlighters).

Proxy Sales

It is our policy to refuse any sale *suspected* of being a proxy sale, and we make it clear to our staff that as a business, we support them in refusing a sale if they are unhappy with it for *any* reason. This issue is included in staff training.

3. Organisation

Our business model comprises small format convenience stores, and the management system supporting stores is detailed below:



Stores are split into geographical Regions (each under the remit of a Regional Operations Manager), which are divided into approximately 12 Areas (each under the remit of an Area Manager). There are approximately 12 stores in each Area.

Regional Operations Managers' responsibilities include ensuring Area Managers are following Company Policy and cascading information on key result areas and indicators.

Area Managers' responsibilities include monitoring and supporting the performance of Store Managers.

Store Managers' responsibilities include day-to-day operational management, ensuring all staff have been trained, and Company processes are being fully implemented. Store Managers' are supported by Shift Managers to ensure management is available at all operating times.

The Designated Premises Supervisor (DPS) is accountable for being conversant with any license conditions which apply, and for ensuring that they are fully complied with. The DPS will usually be the Store or Shift Manager.

Each Region is supported by the Regional Support Team which includes Regional Human Resources and Training Managers.

Regional Operations Managers meet every 2 weeks, and this provides a structured forum for the exchange of information with the Trading Law function (including updates on performance, developments and current issues).

One Stop's Corporate Governance structure consists of a number of scheduled Board meetings covering Legal Compliance, Operational and People management, and Audit. This facilitates the effective and efficient development and delivery of improved ways of working.

4. Planning and Implementation

All stores have CCTV to cover the sales area and entrance of the store. These are Digital Video Recording systems whereby images are recorded, retained and can be made available upon request to Enforcement Officers. The Designated Premises Supervisor authorises only those staff who are over 18 to sell alcohol, and this is documented on the 'Training and Authorisation sheet' in stores. Authorisation for all age restricted products can be removed at any time by the Store Manager/ Area Manager (this is completed on the till system so that when a product is scanned, a till prompt will automatically appear for a supervisor code to be entered in order for the sale to be processed).

Training and Instruction

Staff training starts on the first day of work and continues throughout employment. The training includes:

- CD-ROM instruction, covering selling alcohol legally, tobacco law, restricted products and dealing with refusals. This must be completed on the first day of employment and before other duties commence.
- Practical Worksheets, which include store specific questions to validate staff understanding.
- A training package known as 'Bronze, Silver, Gold'.
For Sales Assistants this involves completion of a workbook over a period of 8 months.
For Store Management this involves completion of a workbook within the first 12 weeks of in-store training, two Silver formal training courses to develop skills (which must be completed within the following 3 months), one Gold formal training course to further develop skills (which must be completed within the following 2 months). This training results in the award of 'The One Stop Diploma in Retail Management'.
- Refresher training - which involves revisiting the CD-ROM and completion of 'refresher' worksheets. This is completed every six months.
- Reviews known as 'How am I Doing?' discussions are also completed on a six monthly basis. These provide a one-to-one opportunity for line management to assess the training needs of their staff in store.

Personal Training Journals record every individual's training.

Licensing Guide

Every Store has a Licensing Guide in their Licensing Folder, which provides information on age restricted products, our Look, Think Under 25, Ask Policy, how to challenge a sale, what our Management structure looks like, and guidance on how to investigate and remedy any issues. Contact details for our Trading Law team are also provided.

General Information on Age Restricted Sales 2
responsible trading

Some of the products we sell are age restricted – that means that by law, only people over a certain age may buy them. This guide is here to help you to do the right thing by following the One Stop process.

Which Products are age restricted?















For **ALL** age restricted products:

- Look at the customer
- Think 'does the person look under 25?'
- If in doubt, Ask for I,D
- No ID, no sale

Proxy Sales - young people may approach adults to buy an age restricted product for them - it is against the law to sell alcohol to such adults too - so be aware of young people spending time outside your store for this reason.

Remember - One Stop supports you 100% in refusing a sale if you are unhappy with it for any reason.

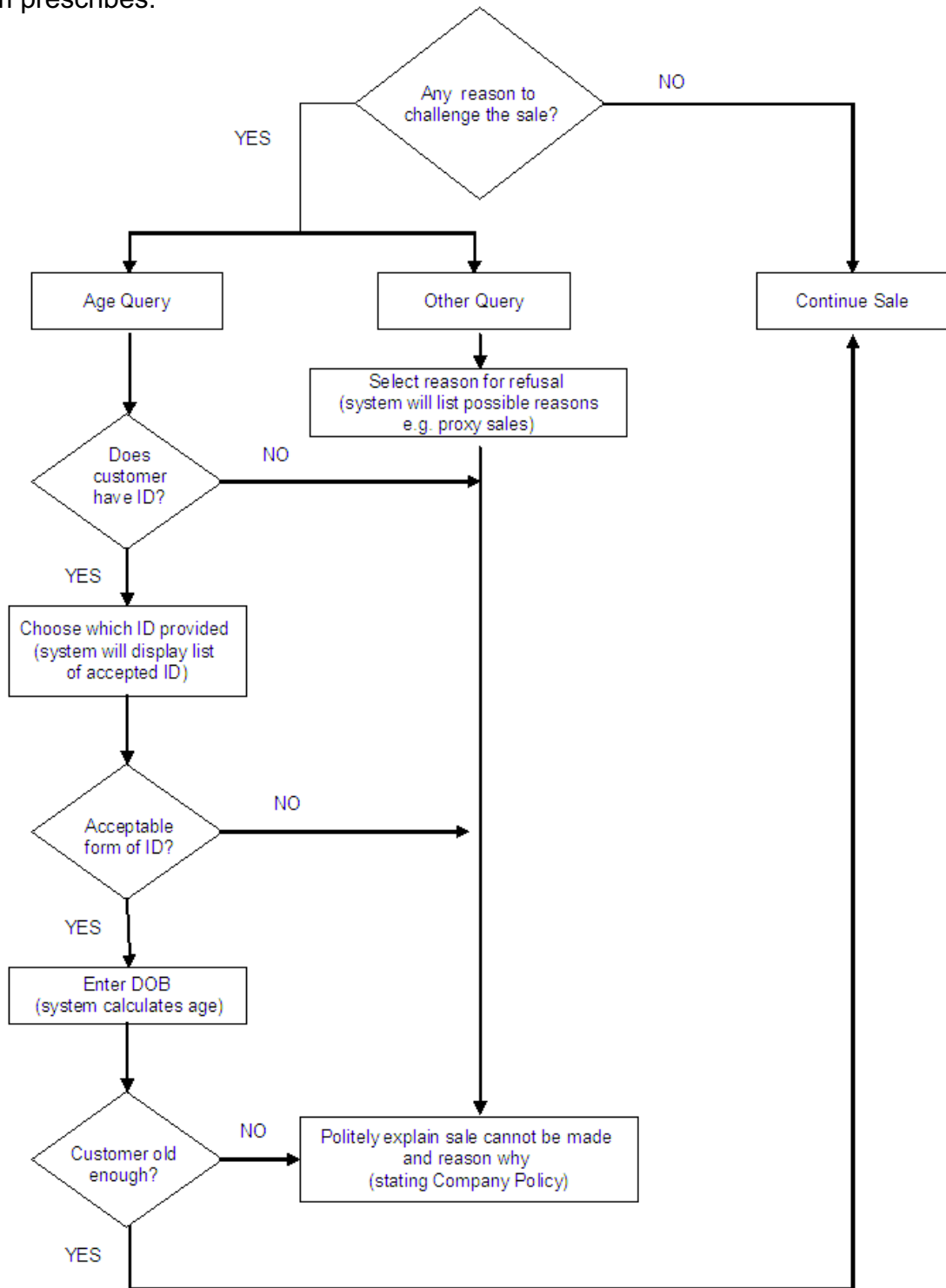
How to challenge a sale

- 1 Be aware of your customers at all times – make eye contact, greet them, and take your time to assess how old they look.
- 2 Unless you are completely sure the customer looks at least 25, or you *know* they are old enough, explain that we operate a Look, Think Under 25 policy for age restricted products and that you are required by the Company to ask for I,D in a positive professional way.
- 3 As you scan an age restricted product, till prompts will appear on the screen which remind you of the need to Look, Think Under 25, Ask – always follow the prompts carefully to ensure that all details of the challenge are registered correctly on the system.
- 4 If the customer cannot produce ID, you must politely refuse the sale – again, explain that this is Company Policy to make sure we operate legally, and apologise for any inconvenience.
- 5 Stay calm, polite and friendly throughout, to help the customer understand that this process is necessary and that you are doing the right thing for the business, their community and yourself by trading responsibly.

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Till Prompts

When an age restricted product is scanned through the till, a message will appear on the screen with our 'Look, Think Under 25, Ask' Policy. A series of prompts then appear, to instruct the till operator to check the purchaser is old enough to purchase the product. The flow chart below demonstrates the prompts and the order of play the system prescribes.



In the context of the application of our Policy, the system precludes the operator from selling a product to someone underage due to the data entry of the customer responses.

Law Posters

Posters are issued to stores every three months and are used to confirm and evidence employees' understanding of our Policy and Procedures. The Store Manager is accountable for this record.



Investigation Guide

An Investigation Guide has been provided to support Area Managers in investigating any failed test purchase. The Guide refers the user to the recordings on the stores CCTV system and advises examination of the sale (e.g. to establish whether the seller made eye contact with the purchaser), prompts the user to review the refusals log to assess the frequency and regularity of challenges and refusals, etc.

The Guide also includes a list of potential solutions to be incorporated at the store to help further reduce the risk of underage sales (e.g. coaching by working alongside more experienced members of staff, etc).

5. Monitoring

Refusals Log

Every day Store Managers are sent an automatic 'End of Day report' with the number of refusals recorded on the till for the previous day and week to date, so that this element of store performance may be monitored.

In addition, a summary of all the challenges and refusals actioned by the store, known as the 'Age Authorisation Report', may be generated at any time. This enables line management to assess the adequacy of the number of challenges, in terms of both the individual and the store as a whole. The Report is checked by the Area Manager on planned visits to the store and documented in their Visit Book.

Internal Test Purchasing

Our Internal Test Purchase programme is conducted by a third party, and is designed to raise the profile of age-restricted sales and drive performance in our stores. Stores receive regular visits throughout the year, and Area Managers are informed of each of their stores' test purchase results by email (within 48 hours). A weekly report enables them to further monitor performance and identify any trends. Failed test purchases are investigated by the Area Manager.

Regional Operations Managers receive a Company, Regional and Area breakdown of internal test purchase performance. This facilitates effective monitoring of all stores on a continuous basis, further support being provided where necessary, and the identification of the need for any remedial action to be taken.

Store Steering Wheel

The Store Steering Wheel provides stores with a visual representation of their current performance status for Company KPIs (key performance indicators) including internal test purchasing results. This is reported on a monthly basis providing the store with a RAG rating.

ROM Notification Form

The ROM Notification Form must be completed by Area Managers following an external test purchase failure, and forwarded to the relevant Regional Operations Manager. This process is designed to monitor the quality of investigation and remedial action.

6. Review and Audit

Our Board Directors and Chief Executive Officer meet every two weeks through Corporate Governance Groups. They are provided with performance updates (in addition to monthly written reports), and the opportunity to discuss the further development of our management systems. This completes the provision of robust links between the Corporate Body, Head Office, and Field Operations.

Governance Groups are provided with formal reviews by the Trading Law Team on a regular basis throughout the year.

Audit

Our Internal Audit Team visits every store on an annual planned frequency and check key compliance areas for age restricted sales management. This information is also reported to the Board.

7. Conclusion

We hope this has provided you with useful information on our Policy and Procedures. Should you require any additional information or have any suggestions to support the continuous improvement of our management system, please do not hesitate to contact the **Trading Law Team on 01543 363195**.

Stay Safe by using Staff Safe

Your Role...

Wear your wrist band at all times during your shift.

Wear on either your wrist, upper arm, on a belt/belt loop
or on your ankle.

The wrist band can be concealed if this feels more comfortable

- For Shoplifting and Anti-Social Behaviour call for assistance from the Monitoring Centre by using the red button on the main console.

(The Call Centre Team will speak into your store).



- For Threatening Behaviour and Robbery press the red button on your wrist band and / or your panic alarm button.

(The Call Centre Team will listen in before taking any action)



- Activate only when it is safe to do so. The Monitoring Centre will respond to all activations of the Staff Safe System. All incidents are recorded remotely for evidential purposes.

The Staff Safe System is for the protection of yourself, your colleagues and members of the public.

Please remember to Stay Safe by using Staff Safe.

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Annex C – Photo of Store



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