

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