

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)

The subject premises will apply a standard of operation which will ensure compliance with all four licensing objectives based upon factors more particularly outlined in Sections (b) to (e) below.

b) The prevention of crime and disorder

The style of operation at these premises is designed to minimise crime and disorder. This will be achieved by the use of CCTV with the retention of tapes or discs, for a minimum period of 31 days for prosecution purposes. The premises seek to benefit solely from the sale of alcohol for consumption off the premises. These premises will operate a Challenge 21' policy as a minimum in order to ensure that liquor is sold only to persons of lawful age (being that, should a person not look the age of 21 then he/she would need to prove they are in fact of lawful age 18 or over). These issues also overlap on the section dealing with protection of children from harm. All staff undergo training concerning knowledge of Licensing Laws together with the social impact of the sale of alcohol.

c) Public safety

The premises will comply with current legal requirements for Fire Safety and Health and Safety including periodic risk assessments.

d) The prevention of public nuisance

These premises are proposed to be licensed for the consumption of liquor off the premises only. In addition to there being no consumption on the premises, there is no form of entertainment on the premises. There are no outdoor areas utilised for the benefit of members of the public and the nature of the operation does not require the employment of door supervisors or use of dedicated cab firms. The premises operate within the required litter/refuse regulations adopted by the Local Council. The management policy at the premises is to welcome communication with any local persons in relation to any issues which arise concerning the operation of these premises.

e) The protection of children from harm

It is proposed that these premises will benefit from a Premises Licence for consumption off the premises only. In order to ensure compliance with the legislation, the Company will operate a 'Challenge 21' policy as a minimum whereby any person not looking the age of 21 must prove that they are in fact over the lawful age of 18 for the purpose of sale of alcohol. Acceptable forms of identification concerning the issue of age are a Ten Year Passport, a photocard driving licence or an approved PASS logo proof of age card. All Staff are obligated to familiarise themselves with these requirements. The Company will operate a due diligence policy, incorporating the minimum Challenge 21 policy above; also incorporating full training for all staff, the operation of a refusals book and refresher training on a regular basis. The store will operate a fully recordable CCTV system which is overtly operable. There will be prominent signage located throughout the store confirming the legal minimum age for the purchase of alcohol and other age related products and the Company policy.