

From: Ian Rushton
Sent: 24 January 2023 11:57
To: Lorraine Neale <LorraineNeale@maidstone.gov.uk>
Subject: FW: APPLICATION FOR A PREMISES LICENCE - SHOP AT 4 THE PARADE, BEARSTED, MAIDSTONE
ME14 4DN

Hi Lorraine

Ive have emailed all of the objectors and attach a copy of my letter for your information.

I'd be grateful if this letter could be provided to the Licensing Sub Committee as part of our supporting information please.

Thanks, Ian

Ian Rushton
JL Licence and Retail

23 January 2023

Dear Sir/Madam

**APPLICATION FOR A NEW PREMISES LICENCE
SHOP AT 4 THE PARADE, BEARSTED, MAIDSTONE ME14 4DN**

I hope you are well.

I am contacting you on behalf of my client, Mr Sinnarasa, in respect of the above matter.

I have received a copy of your representation from the Council and thought I would contact you to outline this application further, and to explain the steps that would be taken at the shop to promote the licensing objectives.

Mr Sinnarasa is shortly taking over the business, which is well established, and he plans to improve the shop by offering a much wider range of goods for sale including newspapers, magazines, bread, milk, snacks, dairy goods, cigarettes, soft drinks, household goods, etc. The proposed alcohol sales would just be a part of the overall business.

The licence application includes a document called an Operating Schedule. This is a really important document submitted by an applicant which outlines the steps to be taken at the shop to promote the licensing objectives. Each of these steps become legally enforceable licence conditions should the application be approved.

You may not have had sight of the proposed operating schedule for the shop - so I attach a copy for your information.

I can assure you that the shop would sell alcohol in a responsible manner and the proposals for this shop are comprehensive including;

a CCTV camera system covering both the inside and the area immediately outside the shop;

the 'Challenge 25' under age policy to ensure that no-one under 18 is able to buy alcohol and other age-restricted goods;

regular staff training;

staff to monitor outside the shop to check that youths aren't congregating causing a nuisance;

staff to check the area outside and dispose of any litter from the shop.

Every new premises licence application involves an extensive consultation exercise carried out with the various responsible authorities including the Police, the Councils Licensing Authority, Trading Standards, Environmental Health, Planning, Public Health, Child Protection, etc

All of these authorities have carefully assessed this application and none of them have submitted any representations. They are all satisfied that the licence can be granted.

In particular, the Police are crucial in terms of new licence applications as they are the Council's main source of information regarding local crime and disorder. The Police are satisfied that this application can be granted.

Mr Sinnarasa is a responsible person with plenty of retail experience. He has worked and managed licensed convenience stores for many years. He wants to work with the local community, and I can assure you that the shop will continue to be well-run and not cause or add to any issues in the local area.

Whilst there may be other shops in the general area selling alcohol, please note that the 'need' for a new shop selling alcohol is not something that can be taken into account by the Council when deciding on this licence application. Likewise, matters such as parking and traffic are also not something that can be considered. The Council's Licensing Authority will be able to confirm this.

Any issues with anti social behavior in the area should of course be reported to the Police. Mr Sinnarasa will do absolutely everything that that he can, within his power and control, to prevent crime and disorder. For example, the shop will have a top quality CCTV system covering inside and the area outside the shop, and the images would be made available to the Police upon request. Staff will be trained to prevent underage sales and to sell alcohol responsibly.

Licensed premises are extremely well-regulated and they must, by law, promote the licensing objectives and fully comply with all of their licence conditions. If they don't, then the Authorities can take action - this includes test purchases, prosecution, a licence review, revoking the licence, etc. The Police and the other Authorities will target any 'problem premises' and take action if something goes wrong

I hope the above information is helpful and informative and that it may provide at least some reassurance to you. I ask you to give the shop the chance to demonstrate that it will continue to be well run, that it wont cause or add to any issues in the local community and, importantly, that the shop would promote the licensing objectives.

I look forward to hearing from you and please do not hesitate to contact me if you have any queries or if you would like to discuss the matter further.

Yours sincerely

Ian Rushton
JL Licence and Retail

Please see over the page for the Operating Schedule

Operating schedule/proposed licence conditions

Prevention of crime and disorder

CCTV will be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition.

Cameras shall encompass all ingress and egress to the premises, fire exits and all areas where the sale and supply of alcohol occurs.

Equipment must be maintained in good working order, be correctly time and date stamped, recordings MUST be kept on the hard drive and kept for a period of 31 days and handed to Police upon reasonable request.

The premises licence holder must ensure that the DPS or a member of staff is capable and competent at downloading CCTV footage in a recordable format to the Police and Local Authority upon reasonable request.

All staff selling alcohol shall be authorised to sell alcohol in writing and a record of the authorisation will be kept in the shop for inspection.

Any incidents of crime and disorder at or immediately outside the premises, witnessed by staff, will be recorded in an incident book(s) kept at the premises. This book will be kept available for inspection.

Spirits will be kept behind the counter.

Public safety

Appropriate fire safety equipment to be available;

The PLH shall comply with other legislative requirements to ensure that the shop is safe for customers and staff.

Prevention of public nuisance

The DPS and staff will be vigilant and monitor the area immediately outside the shop to check that youths are not causing annoyance by congregating.

Deliveries to the premises will be arranged so as not to cause any public nuisance.

Notices will be on display in the premises asking customers to leave the premises quietly.

Staff will monitor the area immediately outside the premises on a regular basis to check for, and to properly dispose of, any litter from the premises.

Protection of children from harm

The premises will adopt the "Challenge 25" Scheme which will be advertised within the premises by way of sufficient posters to make the public aware.

Only Home Office approved ID of proof of age will be accepted by staff. This will include photographic driving licence, a passport or a 'PASS' marked proof of age card.

All staff involved in the sale or supply of alcohol will be trained in the "Challenge 25" Scheme and such training will be recorded

Training should take place within six weeks of employment and any new employees will be supervised until the training has taken place. Refresher training shall be provided every 12 months or earlier if required due to changes of legislation.

Training records must be kept on the premises and shall contain the nature, content and frequency of all training. Records must be made available for inspection (either electronically or hard copy) by Police and other Authorised Officers.

A refusal recording register will be in operation at the premises. All staff, including any delivery drivers, involved in the sale of alcohol will be fully trained in the system and it will record the following:

Date and time of refusal

Item refused

Name of description of the person refused

Reason for refusal

Name of staff member making the refusal.

The refusal register will be available for inspection to any Police Officer and other Authorised Local Authority Officers at any reasonable time.

Notices shall be displayed in the premises where they can be seen clearly to advise customers that it is unlawful for persons under 18 to purchase alcohol or for any persons to purchase alcohol on behalf of a person under 18 years of age.