

APPENDIX A

Section 18 of 21
LICENSING OBJECTIVES
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b,c,d,e)
List here steps you will take to promote all four licensing objectives together.
<p>It is recognised that the premises lies in a designated stress zone as far as the sale of alcohol is concerned, therefore we have offered a number of conditions to ensure that the operation of these premises will not undermine any of the licensing objectives.</p> <p>The premises will trade from 08:00 hours to 20:00 hours only.</p> <p>There are two personal licence holders working at the premises.</p> <p>The premises will operate to a high standard, and will do so should this licence be granted in terms of the sale of alcohol. All staff will be fully trained in their responsibilities with regard to the sale of alcohol, and will be retrained every six months, with recorded training records kept for inspection.</p> <p>All sales of alcohol will be made in sealed containers for consumption off the premises, and away from the immediate vicinity of the premises.</p>
b) The prevention of crime and disorder
<p>CCTV is provided in the form of a recordable system, capable of providing pictures of EVIDENTIAL QUALITY in all lighting conditions particularly facial recognition.</p> <p>Cameras encompass all ingress and egress to the premises, fire exits, outside areas, and all areas where the sale/ supply of alcohol occurs.</p> <p>A monitor shall be mounted on the wall at the premises where it is clearly visible to all members of the public. The monitor shall show the live CCTV footage being recorded.</p> <p>Equipment MUST be maintained in good working order , be correctly time and date stamped , recordings MUST be kept in date order, numbered sequentially and kept for a period of 31 days and handed to Police on demand.</p> <p>The Premises Licence Holder must ensure at all times a DPS or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format EITHER DISC or VHS to the Police/Local Authority on demand.</p> <p>The Recording equipment and tapes/discs shall be kept in a secure environment under the control of the DPS or other responsible named individual. An operational daily log report must be maintained endorsed by signature, indicating the system has been checked and is compliant, in the event of any failings actions taken are to be recorded.</p> <p>In the event of technical failure of the CCTV equipment the Premises Licence holder/DPS MUST report the failure to the Police immediately.</p> <p>All existing staff shall be trained within 2 weeks of the date this condition appears on this licence. All new staff shall be trained within 2 weeks of taking up employment. All staff shall be re-trained six monthly thereafter. The training shall included:</p> <p>Conflict resolution</p> <p>Selling to under age person</p> <p>Selling to drunks</p> <p>Training records shall be kept on the premises which shall show the area of training covered, the date of the training, the name of the person and shall be signed by the trainer and trainee. This shall be produced to the police or an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) on demand.</p> <p>The premises will voluntarily enter into the restriction of high strength alcohol, with no beers or ciders of over 6% to be sold from the premises.</p> <p>All alcohol will be displayed behind the counter, meaning no self service of alcohol will be available.</p> <p>Signage advising customers of the penalties for becoming involved in proxy sales will be clearly displayed at the point of sale.</p>
c) Public safety
<p>Staff will be trained to be alert to any potential danger to customers and react accordingly. If they are unable to quickly defuse the situation without risk to customer or staff, then they are instructed to call the police. All relevant fire procedures are in place for a premise of this size.</p>
d) The prevention of public nuisance
<p>No one will be permitted to hang around outside the premises thus having the potential of causing nuisance to customers,</p>

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either in requesting they purchase alcohol on their behalf, or general intimidating behavior. The entrance to the store is also visible from the till point area, and so can be monitored by the staff. CCTV cameras will also pick up any disturbance in this area. Anyone leaving the premises in the evenings will be requested to leave in a quiet and orderly manner, by way of instore signage.

e) The protection of children from harm

The premises shall operate a Challenge 25 Policy. Such policy shall be written down and kept at the premises. The policy shall be produced on demand of an authorised person' (as defined by Section 13 of the Licensing Act 2003) or the police or an authorised Trading Standards Officer. Prominent, clear and legible signage (in not less than 32 font bold) shall also be displayed at all entrances to the premises advertising the scheme operated.

A written register of refusals will be kept including a description of the people who have been unable to provide required identification to prove their age. Details of all sales suspected of proxy sales will also be recorded, (after the sale is refused). Such records shall be kept for a period of 12 months and will be collected on a daily basis by the Designated Premises Supervisor and produced to the police or an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) or an authorised Trading Standards Officer on demand.

No single cans or bottles of beer or cider will be offered for sale.