

Addendum to REP B - Licensing

From: Donna Lynsdale

Sent: 18 May 2026 12:08

To: REDACTED

Cc: Brighton Licensing (REDACTED)

Subject: V&M Store, 62 North Street, Brighton BN1 1RH

Dear REDACTED

V&M Store, 62 North Street, Brighton BN1 1RH

Tobacco and Vapes Act 2026

Nicotine Inhaling Products (Age of Sale and Proxy Purchasing) Regulations 2015.

Cosmetic Products Enforcement Regulations 2013

Section 9A of the Misuse of Drugs Act 1971

I am writing to you as the responsible person for V&M Store, 62 North Street, Brighton BN1 1RH.

On Friday, 8 May 2026 at 14:50 accompanied by PC Wade from Sussex Police we visited the above premises.

Please see below details of our finding below:

Point-of-Sale Materials

I enquired whether you had any notices on display. You showed us a warning notice for tobacco products, which you produced from under the counter. You informed us that it had arrived that day, but you did not have time to display it.

[While a vape-specific notice is not required by law, it is highly recommended to display one as part of your "due diligence" defence against underage.](#)

Challenge 25 Signage

A Challenge 25 poster was displayed on the counter.

Refusals Register

You did have a refusal register, which had been used. However, I commented that due to the location of your premises there was not as many as I would expect to see. You informed us that you have made a lot more refusals but have not logged them.

[It is best practice to record all refusals \(date, time, incident, description of potential buyer\). Maintaining a refusals log will help to demonstrate that you actively refuse sales and have an effective system in place. It is advisable that the manager / owner checks the log to ensure that all members of staff are using it.](#)

Staff Training

You confirmed that there were currently, two staff working at the premises. You confirmed that you had not provided any training, but you had a personal licence pending an application to sell alcohol at the premises.

[In order to prevent sales to under 18's it is recommended that all staff on age-restricted sales before they commence any sales. Keep detailed, signed, and dated records of this training. Staff should also be provided with refresher training regularly.](#)

Also, at the time of our visit, you had on display perfumes. Neither the bottles nor packaging had any UK importer details. These perfumes cannot be sold until they comply with:

Assimilated Regulation (EC) No 1223/2009 as enforced by the Cosmetic Products Enforcement Regulations 2013

Packaging must clearly display the function of the product, the nominal content, durability, precautions for use, the batch number, the list of ingredients (INCI), and the name/address of the UK Responsible Person.

The window display of the premises consisted of drug paraphernalia. The window is clearly visible to anybody passing by either on foot or public transport.

I enquired why you were selling bongs, etc. and you informed us that you were being asked by so many customers if you sold them, that you decided to do so.

The Law on Supply (Section 9A of the Misuse of Drugs Act 1971)

It is illegal to sell, supply, or offer to supply items intended to administer or prepare unlawful drugs (e.g., crack pipes, bongs, or small weighing scales). Retailers found guilty can face imprisonment and/or fines

If you have any questions or request further guidance regarding the above, please do not hesitate to contact me.

Regards

Donna Lynsdale | Fair Trading Officer & Licensing Officer (Trading Standards & Licensing), Regulatory Services

Brighton & Hove City Council, G39, Hove Town Hall, Norton Road, Hove BN3 3BQ

M REDACTED | [REDACTED](#)

Rate your experience

We are committed to providing you services in accordance with our [Customer Promise](#).

Please [tell us about your experiences](#) of using Brighton & Hove City Council services. It will take no longer than 5 minutes to complete.