

## **New Premises licence application**

### **Premier Store, 102 Ingram Road, Middlesbrough, TS3 7BQ**

#### **Hours and Activities**

Opening and off sales of alcohol - 07:00 to 21:30

#### **Operating Schedule**

The premises is the former Newcastle House Pub, which has been closed for 5 years. The premises has been subject to a planning approval in 2022 for use as a convenience store.

This premises is large and will comparatively be about the size of a Tesco Extra, although operated under the Premier brand. The premises will sell a mix of convenience goods, with approximately 20% of that being alcohol and alcohol products. The premises will have a full convenience and frozen convenience range.

Alcohol within the premises will mostly be stored behind the till and in the beer cave (an innovative cold room concept for the storage of beers, wines and ciders).

Locations of CCTV are shown on the plan accompanying the application and provide full coverage of the interior and exterior of the premises. All of the internal cameras are 8MP. There is a dedicated IP camera at the entrance for facial recognition. The beer cave and the pop cave have a trigger on the monitor to show staff when somebody has entered. The premises will also feature screens for staff to view all the camera at the premises and a screen as customers enter to show they are under surveillance. This is installed as a deterrent to shop lifting. Memory is available for over 28 days playback.

The operator for the premises is Premier NE Ltd, whose directors are Hardip Singh Hayer and his wife Gurpreet Kaur. Gurpreet will be employed as the DPS and it will be her responsibility to recruit and staff the premises. The team are local entrepreneurs who currently operate 2 other shops in Middlesbrough as well as a number of fish and chip shops. Their other local shops are Family Shopper on Overdale Road and also one on Allendale Road.

When the premises opens it will initially employ 10 staff being a mix of full and part time. This will bring the total employed by the company in convenience stores to 35. Initially the premises will train its staff across the three stores, giving all the businesses a fresh influx of staff and spreading some of the existing experience across into the new site. This approach will ensure that the store opens with sufficient experience to properly run the business in accordance with the licensing objectives.

We have an existing training provider for our businesses who will deliver training for the new staff before they are able to work in the premises. Some of the training, for example in

customer service and working the till will occur on the job. All training will be documented in the employees training record.

## **Conditions**

1. All staff will be fully trained and retrained on a 12 monthly basis in relation to the laws relating to the sale of alcohol to underage persons, persons buying on behalf of under 18's (proxy sales), persons appearing to be under the influence of alcohol and also the operation of the associated "Challenge 25" policy.
2. The business will maintain a refusals log to record all instances where the sale of alcohol has been refused. This shall include the date and time of the attempted sale, together with a description of the incident. The Designated Premise Supervisor, Premises Manager or Business Owner will check and sign each log and the log will be made available to the Licensing Authority and/or Licensing Authority upon request.
3. Training records, signed by both the staff member and the Designated Premise Supervisor/Premises Manager/Business Owner will be retained for 24 months for future reference. All staff training records will be made available to the Licensing Authority and the Police upon lawful request.
4. A digital Closed Circuit Television System (CCTV) will be installed and maintained in good working order and be correctly time and date stamped. The system will incorporate sufficient built-in hard-drive capacity to suit the number of cameras installed, whilst complying with the Data Protection legislation. CCTV will be capable of providing pictures of evidential quality in all lighting conditions, particularly facial recognition. Cameras will encompass all ingress and egress to the premises, outside areas and all areas where the sale/supply of alcohol occurs. There will be a minimum of 28 days recording. The system will record when the premises is open to the public. The system will incorporate a means of transferring images from the hard-drive to a format that can be played back on any desktop computer. The digital recorder will have the facility to be password protected to prevent unauthorised access, tampering, or deletion of images. There will be at all times a member of staff on duty who is trained in the use of the equipment and upon receipt of a request for footage from Cleveland Police or the Licensing Authority, be able to produce the footage within a reasonable time, e.g. 7 days routine or as soon as possible if urgently required for investigation of serious crime.
5. A "Challenge 25" policy will be implemented with all staff insisting on evidence of age from any person appearing to be under 25 years of age and who is attempting to buy alcohol. There shall be notices displayed at all points of sale and at all entrances and exits to inform customers and remind staff that the premises is operating a "Challenge 25" policy.
6. Only valid passports, UK "photo card style" driving licence, PASS approved proof-of-age cards or Ministry of Defence "Form 90" identification cards shall be accepted as proof of age.
7. There will be a notice displayed on the premise indicating that the sale of alcohol to those under the age of 18 is illegal and that those adults who buy alcohol for immediate disposal to those under age the age of 18 are committing an offence.
8. No beer, lager, perry or cider of 6.5 abv (alcohol by volume) or above shall be displayed or sold at any time at the premises. This restriction shall not apply in respect of specialist branded premium products, for example craft ales, local or micro-brewery specialist products, boxed gifts or national celebratory/commemorative beer, lager or cider.