

# Public Document Pack



MEETING: LICENSING SUB-COMMITTEE  
DATE: Friday 21st February, 2025  
TIME: 11.00 am  
VENUE: Committee Room, Town Hall, Bootle

## **Member**

Councillor John Kelly  
Councillor O'Brien  
Councillor Thompson

COMMITTEE OFFICER: Amy Dyson Democratic Services Officer  
Telephone: 0151 934 3173  
E-mail: amy.dyson@sefton.gov.uk

**If you have any special needs that may require arrangements to facilitate your attendance at this meeting, please contact the Committee Officer named above, who will endeavour to assist.**

**Members are requested to attend a Briefing Meeting commencing at 10.15 a.m. on 21 February 2025 in the Bar Lounge, Bootle Town Hall.**

We endeavour to provide a reasonable number of full agendas, including reports at the meeting. If you wish to ensure that you have a copy to refer to at the meeting, please can you print off your own copy of the agenda pack prior to the meeting.

# **A G E N D A**

**1. Appointment of Chair**

**2. Declarations of Interest**

Members and Officers are requested to give notice of any personal or prejudicial interest and the nature of that interest, relating to any item on the agenda in accordance with the relevant Code of Conduct.

**3. Licensing Act 2003 - Application for the Grant of a Premises Licence - 4 Tree View Court, Maghull, Liverpool L31 3HF**

(Pages 3 - 54)

Report of the Assistant Director – Highways and Public Protection

Report Title: Licensing Act 2003 - Premises Licence Grant Application



Name/Address of Premises:	4 Tree View Court, Maghull, Liverpool L31 3HF		
Date of meeting:	21 February 2025		
Report to:	Licensing Sub-Committee		
Report of:	Assistant Director of Place (Highways and Public Protection)		
Portfolio:	N/A		
Wards affected:	Sudell		
Is this a key decision:	No	Included in Forward Plan:	No
Exempt/confidential report:	The Report is not exempt, however parts of the Annex have been redacted by virtue of Paragraph 1 of Part 1 of Schedule 12A of the Local Government Act 1972. The Public Interest Test has been applied and favours the information being treated as exempt.		

**Summary:**

To consider an application for the grant of a Premises Licence.

**Recommendation(s):**

The Sub-Committee’s instructions are requested.

1. **The Rationale and Evidence for the Recommendations:** As per Licensing Act 2003 provisions: Under the Scheme of Delegation, Officers cannot determine applications which have received relevant representations.
  
2. **Financial Implications:** There are no financial costs associated with the proposals in this report
  
3. **Legal Implications:** The Chief Legal and Democratic Officer will provide legal advice to the Licensing Sub-Committee on the issues set out in this report.

# Agenda Item 3

4. **Risk Implications:** There are no financial implications arising directly from this Report except in the event of any Appeal made against the Sub-Committee's eventual decision; the costs of which would depend upon the length of the Appeal process.
- 5 **Staffing HR Implications:** N/A
- 6 **Conclusion:** The Determination of the Licensing Sub-Committee will be provided within the requisite period, in accordance with the legislation, following the Hearing.

**Alternative Options Considered and Rejected:** N/A

<b>Equality Implications:</b> There are no equality implications.
<b>Impact on Children and Young People:</b> N/A
<b>Climate Emergency Implications:</b> The recommendations within this report will have a negative impact.

## What consultations have taken place on the proposals and when?

- (A) **Internal Consultations:** Consultation has taken place as per the provisions of the Licensing Act 2003.
- (B) **External Consultations:** Consultation has taken place as per the provisions of the Licensing Act 2003.

**Implementation Date for the Decision :** Immediately following the Committee Hearing.

Contact Officer:	Mr Tony Jennings
Telephone Number:	07792 009453
Email Address:	Tony.jennings@sefton.gov.uk

## Appendices: Annex 1 – Objection Received

### Annex 2 – Supporting documents provided by the agent

**Background Papers:** There are no background papers available for inspection.

#### 1. Application details

Application: Grant of a Premises Licence

Premises: Name not known  
4 Tree View Court  
Maghull, Liverpool L31 3HF

Applicants: Mr Kosakan Ravichandran

Representative: Mr Ian Rushton

Designated Premises Supervisor: Mr Kosakan Ravichandran

#### Licensable activities applied for:

- The sale of alcohol by retail (on and off the premises);

Days of Operation	Hours of Operation
Monday to Sunday	06.00 to 00.00

- The provision of late-night refreshment

Days of Operation	Hours of Operation
Monday to Sunday	23.00 to 00.00

#### Hours premises to be open to public:

Days of Operation	Hours of Operation
Monday to Sunday	06.00 to 00.00

- 1.1 The applicants also wish the following non-standard timings to be applicable for Supply of Alcohol; Late Night Refreshment and Hours premises are open to the public:

One extra hour to 01.00 hours on Bank Holidays, Christmas Eve & New Year's Eve.

# Agenda Item 3

## 2. Details of proposed Operating Schedule

### 2.1 GENERAL

This operating schedule has been drafted having regard to current information such as the council's statement of licensing policy and the home office guidance.

This is a new business venture (a family business) and the site, currently empty, will be refurbished to a high standard as a new general convenience store. The new shop will sell a wide range of goods including magazines, groceries, soft drinks, cigarettes, dairy goods, snacks, confectionery, household goods, etc.

The shop is well positioned within a retail/shopping parade with a variety of other shops.

The applicant, a personal licence holder, would like to include some alcohol sales to allow the business to offer an all-round convenience service. The focus of the shop will be as a convenience store with the proposed alcohol sales just being a part of the overall business.

### 2.2 THE PREVENTION OF CRIME & DISORDER

- i) A CCTV camera system capable of providing quality images shall be used. Cameras will cover the inside of the premises and the area immediately outside. Images will be retained for a period of at least 28 days and be made available to Police Officers on reasonable written request for evidential purposes, in accordance with the relevant data protection legislation (currently GDPR 2018).
- ii) The CCTV recording equipment shall be kept in a secure environment under the control of the premises licence holder (PLH) and/or another named responsible individual.
- iii) A staff training scheme shall be used for all staff authorised to sell alcohol. The training will cover the importance of preventing under age sales and complying with licence conditions. Refresher training will be provided every 12 months, records will be kept and be made available to responsible authorities
- iv) The PLH and staff will be vigilant and monitor the area immediately outside the shop to check that youths are not causing annoyance by congregating.
- v) Spirits will be kept behind the counter.
- vi) An incident book shall be used to log details of any incidents, witnessed by staff, at or outside the premises. The incident book shall be available for inspection at all reasonable times by an authorised officer. The records will be retained for at least 12 months.
- vii) The premises shall operate an alcohol refusals policy - alcohol will not be sold to;

# Agenda Item 3

- (1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);
- (2) Any person found to be drinking alcohol in the street;
- (3) Any person who is drunk or appears to be drunk;
- (4) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;
- (5) Any person unable to provide valid ID when requested by staff;
- (6) Any person who is verbally or physically abusive towards staff or customers.
- (7) To any person suspected of trying to buy alcohol for another person(s) who may be underage.

A notice advising customers of the refusals policy shall be on display.

An appropriate number of staff shall be on duty in the shop - the number of staff on duty will be assessed and determined on a regular basis by the PLH/DPS taking account of any peak periods in terms of sales, volume of customers, etc.

## 2.3 PUBLIC SAFETY

No specific risks have been identified under the Licensing Act 2003

## 2.4 THE PREVENTION OF PUBLIC NUISANCE

- i) A notice(s) shall be on display in the premises asking customers to leave the premises quietly.
- ii) 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.

## 2.5 PROTECTION OF CHILDREN FROM HARM

- i) The shop shall adopt the Challenge 25 Policy.
- ii) Anyone who appears to be under 25 years old who attempts to purchase alcohol will be asked to prove their age by producing an acceptable form of photographic ID such as a passport, photo driving licence, military ID and PASS accredited proof of age cards.
- iii) A refusals register (for the sale of alcohol) will be kept and be available for inspection by responsible authorities.

# Agenda Item 3

- iv) A due diligence checklist will be used to help ensure that all steps are in place to prevent underage sales.
- v) A notice shall be displayed in the premises where it 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.

## 3. Objections/Representations received

### 3.1 Other person, business or body

Under all of the four Licensing Objectives: Prevention of Crime and Disorder; Prevention of Public Nuisance; Public Safety and Protection of Children From Harm, one local resident makes representation.

A copy of their representation is attached in Annex 1 to this Report.

## 4. Additional licensing information

4.1 Paragraph 1.17 of the Guidance issued under S.182 of the Act (“the Guidance”) states that each application *“must be considered on its own merits and in accordance with the licensing authority’s statement of licensing policy; for example, if the application falls within the scope of a cumulative impact policy. Conditions attached to licences and certificates must be tailored to the individual type, location and characteristics of the premises and events concerned. This is essential to avoid the imposition of disproportionate and overly burdensome conditions on premises where there is no need for such conditions. Standardised conditions should be avoided and indeed may be unlawful where they cannot be shown to be appropriate for the promotion of the licensing objectives in an individual case.”*

4.2 With regard to conditions, Paragraph 1.16 says that these are *“are important in setting the parameters within which premises can lawfully operate. The use of wording such as “must”, “shall” and “will” is encouraged. Licence conditions:*

- *must be appropriate for the promotion of the licensing objectives;*
- *must be precise and enforceable;*
- *must be unambiguous and clear in what they intend to achieve;*
- *should not duplicate other statutory requirements or other duties or responsibilities placed on the employer by other legislation;*
- *must be tailored to the individual type, location and characteristics of the premises and events concerned;*
- *should not be standardised and may be unlawful when it cannot be demonstrated that they are appropriate for the promotion of the licensing objectives in an individual case;*
- *should not replicate offences set out in the 2003 Act or other legislation;*
- *should be proportionate, justifiable and be capable of being met, (for example, whilst beer glasses may be available in toughened glass, wine glasses may not);*
- *cannot seek to manage the behaviour of customers once they are beyond the direct management of the licence holder and their staff, but may impact on the behaviour of customers in the immediate vicinity of the premises or as they enter or leave; and*
- *should be written in a prescriptive format.”*



# Agenda Item 3

- 4.3 However paragraph 10.10, with respect to proportionality, underlines that the Act *“requires that licensing conditions should be tailored to the size, type, location and characteristics and activities taking place at the premises concerned. Conditions should be determined on a case-by-case basis and standardised conditions which ignore these individual aspects should be avoided. For example, conditions should not be used to implement a general policy in a given area such as the use of CCTV, polycarbonate drinking vessels or identity scanners where they would not be appropriate to the specific premises. Conditions that are considered appropriate for the prevention of illegal working in premises licensed to sell alcohol or late night refreshment might include requiring a premises licence holder to undertake right to work checks on all staff employed at the licensed premises or requiring that evidence of a right to work check, either physical or digital (e.g. copy of any document checked or a clear copy of the online right to work check) is retained at the licensed premises. Licensing authorities and other responsible authorities should be alive to the indirect costs that can arise because of conditions. These could be a deterrent to holding events that are valuable to the community or for the funding of good and important causes. Licensing authorities should therefore ensure that any conditions they impose are only those which are appropriate for the promotion of the licensing objectives.”*
- 4.4 In respect of Hearings, Paragraph 9.37 states that as *“As a matter of practice, licensing authorities should seek to focus the hearing on the steps considered appropriate to promote the particular licensing objective or objectives that have given rise to the specific representation and avoid straying into undisputed areas. A responsible authority or other person may choose to rely on their written representation. They may not add further representations to those disclosed to the applicant prior to the hearing, but they may expand on their existing representation and should be allowed sufficient time to do so, within reasonable and practicable limits.”* Paragraph 9.38 continues: *“in determining the application with a view to promoting the licensing objectives in the overall interests of the local community, the licensing authority must give appropriate weight to:*
- *the steps that are appropriate to promote the licensing objectives;*
  - *the representations (including supporting information) presented by all the parties;*
  - *this Guidance;*
  - *its own statement of licensing policy.”*
- 4.5 Paragraph 9.39 states that the *“licensing authority should give its decision within five working days of the conclusion of the hearing (or immediately in certain specified cases) and provide reasons to support it. This will be important if there is an appeal by any of the parties. Notification of a decision must be accompanied by information on the right of the party to appeal. After considering all the relevant issues, the licensing authority may grant the application subject to such conditions that are consistent with the operating schedule. Any conditions imposed must be appropriate for the promotion of the licensing objectives; there is no power for the licensing authority to attach a condition that is merely aspirational. For example, conditions may not be attached which relate solely to the health of customers rather than their direct physical safety. Any conditions added to the licence must be those imposed at the hearing or those agreed when a hearing has not been necessary.”* Paragraph 9.40 states that alternatively *“the licensing authority may refuse the application on the grounds that this is appropriate for the promotion of the licensing objectives. It may also refuse to specify a designated premises supervisor and/or only allow certain requested licensable activities. In the interests of transparency, the licensing authority should publish hearings procedures in full on its website to ensure that those involved have the most current information”.*

# Agenda Item 3

- 4.6 In addition to the above, Paragraph 9.42 states that *“Licensing authorities are best placed to determine what actions are appropriate for the promotion of the licensing objectives in their areas. All licensing determinations should be considered on a case-by-case basis. They should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be”* and further within Paragraph 9.43 that the *“authority’s determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.”*
- 4.7 Paragraph 9.44 indicates that determination *“of whether an action or step is appropriate for the promotion of the licensing objectives requires an assessment of what action or step would be suitable to achieve that end. While this does not therefore require a licensing authority to decide that no lesser step will achieve the aim, the authority should aim to consider the potential burden that the condition would impose on the premises licence holder (such as the financial burden due to restrictions on licensable activities) as well as the potential benefit in terms of the promotion of the licensing objectives. However, it is imperative that the authority ensures that the factors which form the basis of its determination are limited to consideration of the promotion of the objectives and nothing outside those parameters. As with the consideration of licence variations, the licensing authority should consider wider issues such as other conditions already in place to mitigate potential negative impact on the promotion of the licensing objectives and the track record of the business....The licensing authority is expected to come to its determination based on an assessment of the evidence on both the risks and benefits either for or against making the determination.”*
- 4.8 SEFTON’S STATEMENT OF LICENSING POLICY

## PUBLIC NUISANCE

In relation to the prevention of public nuisance objective, paragraph 3.9 advises applicants to consider the following matters when making an application:

- The type of activity, its frequency and the number and nature of customers likely to attend;
- Measures taken, or proposed, to prevent noise and/or vibration escaping from the premises given its location and proximity to residential and other noise sensitive premises. This would include music, plant noise and human voice, whether amplified or not;
- Measures taken to prevent the transmission of sound and/or vibration to adjoining properties;
- Measures taken, or proposed, for management and supervision of the premises and open areas to minimise unreasonable disturbance by customers and staff arriving or leaving the premises, including the delivery of goods and services;
- The proposed hours of operation for all, or parts, of the premises;
- Measures taken to prevent cooking odours and other smells escaping from the premises;
- Means of access to and egress from the premises, including customer entrances and exits on principal pedestrian routes;
- Whether routes to and from the premises pass residential premises;
- Whether the premises would result in increased refuse storage, disposal problems or additional litter in the vicinity of the premises, including measures taken to ensure the collection and disposal of litter and waste outside the premises;

# Agenda Item 3

- Measures to be taken to reduce drunkenness on the premises, e.g. the “Drink Less Enjoy More” scheme;
- If appropriate, a ‘wind down’ period between the end of the licensable activities and closure of the premises;

Should the applicant, or a responsible authority, identify possible sound leakage from the premises paragraph 3.10 indicates that the Authority would expect this to be addressed in practical ways, such as:

- Keeping doors and windows closed and providing adequate mechanical ventilation, or if necessary, air conditioning;
- Reducing sound levels and installing a sound limiting device to prevent sound exceeding the appropriate level;
- Installing soundproofing measures to contain sound and vibration

In premises where customers leave late at night, or early in the morning paragraph 3.11 states that the Authority would expect the applicant to have included, in the Operating Schedule, such practical steps as:

- Erecting prominent notices at the exits to the premises asking customers to leave quietly and not to slam car doors;
- At appropriate time making loud speaker announcements to the same effect;
- Instructing door staff to ask customers leaving the premises to do so quietly;
- Reducing the volume of music towards the end of the evening and where appropriate playing quieter, more soothing music as the evening winds down;
- Improving availability of licensed taxis or private hire vehicles to take customers from the premises;
- Refusing entry to people known to regularly leave in a noisy manner;
- The supervision of any queues so as to keep noise and disturbance to a minimum

## PROTECTION OF CHILDREN FROM HARM

In relation to the protection of children from harm objective, paragraph 3.13 advises applicants to consider the following matters when making an application:

It is not possible to anticipate every issue of concern that could arise with regard to each individual premises in respect of children, however, when making licence applications, in providing evidence within the Operating Schedule that suitable and sufficient measures will be in place to address the protection of children from harm objective, applicants should, in particular, consider how they will prevent children from:

- Acquiring or consuming alcohol;
- Being exposed to drugs, drug taking or drug dealing;
- Being exposed to gambling;
- Being exposed to entertainment of an adult or sexual nature;
- Being exposed to incidents of violence or disorder;
- Being exposed to excessive noise.

Paragraph 3.14 states that with regard to the mandatory conditions (imposed as of 1<sup>st</sup> October 2010) the Authority recommends that the following documents should be used as proof of age:

- Passport;
- ‘Photocard’ Driving Licence; or,

# Agenda Item 3

- Any PASS (Proof of Age Standards Scheme) card (details from [www.pass-scheme.org.uk](http://www.pass-scheme.org.uk))

In paragraph 3.15, the Authority states that it will normally require persons working with children, in respect of premises holding under 18 regulated entertainment, to undergo an enhanced Criminal Records Bureau check before they are appointed.

Paragraph 3.16 underlines that it is *this Authority's opinion that Child Safeguarding is everyone's responsibility and that licensed premises should be vigilant in this regard particularly those premises which may be expected to attract under 18 year olds such as nightclubs, fast food outlets, cinemas screening children's films etc. Operators of licensed premises should have in place appropriate child safeguarding measures and should seek the advice of the Council's Safeguarding Children's Unit in this respect.*

## 4.9 GUIDANCE ISSUED UNDER SECTION 182 OF THE LICENSING ACT 2003 PREVENTION OF CRIME & DISORDER

Paragraph 2.1 states that the *"Licensing authorities should look to the police as the main source of advice on crime and disorder."*

Paragraph 2.2 states that in the exercise of their functions *"licensing authorities should seek to co-operate with the Security Industry Authority ("SIA") as far as possible and consider adding relevant conditions to licences where appropriate. The SIA also plays an important role in preventing crime and disorder by ensuring that door supervisors are properly licensed and, in partnership with police and other agencies, that security companies are not being used as fronts for serious and organised criminal activity. This may include making specific enquiries or visiting premises through intelligence led operations in conjunction with the police, local authorities and other partner agencies. Similarly, the provision of requirements for door supervision may be appropriate to ensure that people who are drunk, drug dealers or people carrying firearms do not enter the premises and ensuring that the police are kept informed."*

Paragraph 2.3 states that *"Conditions should be targeted on deterrence and preventing crime and disorder including the prevention of illegal working in licensed premises... For example, where there is good reason to suppose that disorder may take place, the presence of closed-circuit television (CCTV) cameras both inside and immediately outside the premises can actively deter disorder, nuisance, anti-social behaviour and crime generally. Some licence holders may wish to have cameras on their premises for the prevention of crime directed against the business itself, its staff, or its customers. But any condition may require a broader approach, and it may be appropriate to ensure that the precise location of cameras is set out on plans to ensure that certain areas are properly covered and there is no subsequent dispute over the terms of the condition."*

Paragraph 2.4, with regard to radio links and ring-round phones systems, states that these *"should be considered an appropriate condition for public houses, bars and nightclubs operating in city and town centre leisure areas with a high density of licensed premises. These systems allow managers of licensed premises to communicate instantly with the police and facilitate a rapid response to any disorder which may be endangering the customers and staff on the premises."*

Paragraph 2.5 states that *"Conditions relating to the management competency of designated premises supervisors should not normally be attached to premises licences. It will normally be the responsibility of the premises licence holder as an employer, and not the licensing authority, to ensure that the managers appointed at the premises are competent and appropriately trained. A designated premises supervisor is the key person*

# Agenda Item 3

*who will usually be responsible for the day-to-day management of the premises by the premises licence holder, including the prevention of disorder. A condition of this kind may only be justified as appropriate in rare circumstances where it can be demonstrated that, in the circumstances associated with particular premises, poor management competency could give rise to issues of crime and disorder and public safety.”*

*Paragraph 2.6 underlines that the “prevention of crime includes the prevention of immigration crime including the prevention of illegal working in licensed premises. Licensing authorities should work with Home Office Immigration Enforcement, as well as the police, in respect of these matters. Licence conditions that are considered appropriate for the prevention of illegal working in licensed premises might include requiring a premises licence holder to undertake right to work checks on all staff employed at the licensed premises or requiring that evidence of a right to work check, either physical or digital (e.g. a copy of any document checked as part of a right to work check or a clear copy of the online right to work check) are retained at the licensed premises.”*

## PUBLIC SAFETY

*Paragraph 2.7 states that under the Act “Licence holders have a responsibility to ensure the safety of those using their premises, as a part of their duties under the 2003 Act. This concerns the safety of people using the relevant premises rather than public health which is addressed in other legislation. Physical safety includes the prevention of accidents and injuries and other immediate harms that can result from alcohol consumption such as unconsciousness or alcohol poisoning. Conditions relating to public safety may also promote the crime and disorder objective as noted above. There will of course be occasions when a public safety condition could incidentally benefit a person’s health more generally, but it should not be the purpose of the condition as this would be outside the licensing authority’s powers (be ultra vires) under the 2003 Act. Conditions should not be imposed on a premises licence or club premises certificate which relate to cleanliness or hygiene.”*

*Paragraph 2.8 underlines that a “number of matters should be considered in relation to public safety. These may include:*

- Fire safety;*
- Ensuring appropriate access for emergency services such as ambulances;*
- Good communication with local authorities and emergency services, for example communications networks with the police and signing up for local incident alerts...;*
- Ensuring the presence of trained first aiders on the premises and appropriate first aid kits;*
- Ensuring the safety of people when leaving the premises (for example, through the provision of information on late-night transportation);*
- Ensuring appropriate and frequent waste disposal, particularly of glass bottles;*
- Ensuring appropriate limits on the maximum capacity of the premises...; and*
- Considering the use of CCTV in and around the premises.”*

*Paragraph 2.11 underlines that “Where there is a requirement in other legislation for premises open to the public or for employers to possess certificates attesting to the safety or satisfactory nature of certain equipment or fixtures on the premises, it would be inappropriate for a licensing condition to require possession of such a certificate. However, it would be permissible to require as a condition of a licence or certificate, if appropriate, checks on this equipment to be conducted at specified intervals and for evidence of these checks to be retained by the premises licence holder or club provided this does not duplicate or gold-plate a requirement in other legislation. Similarly, it would be permissible for licensing authorities, if they receive relevant representations from responsible authorities or any other persons, to attach condi*

**Page 13** require equipment of particular standards

# Agenda Item 3

*to be maintained on the premises. Responsible authorities – such as health and safety authorities – should therefore make their expectations clear in this respect to enable prospective licence holders or clubs to prepare effective operating schedules and club operating schedules.”*

*With regard to safe capacities Paragraph 2.12 states that they “should only be imposed where appropriate for the promotion of public safety or the prevention of disorder on the relevant premises. For example, if a capacity has been imposed through other legislation, it would be inappropriate to reproduce it in a premises licence. Indeed, it would also be wrong to lay down conditions which conflict with other legal requirements. However, if no safe capacity has been imposed through other legislation, a responsible authority may consider it appropriate for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and make representations to that effect. For example, in certain circumstances, capacity limits may be appropriate in preventing disorder, as overcrowded venues can increase the risks of crowds becoming frustrated and hostile.”*

## PUBLIC NUISANCE

*Paragraph 2.15 states that the Act “enables licensing authorities and responsible authorities, through representations, to consider what constitutes public nuisance and what is appropriate to prevent it in terms of conditions attached to specific premises licences and club premises certificates. It is therefore important that in considering the promotion of this licensing objective, licensing authorities and responsible authorities focus on the effect of the licensable activities at the specific premises on persons living and working (including those carrying on business) in the area around the premises which may be disproportionate and unreasonable. The issues will mainly concern noise nuisance, light pollution, noxious smells and litter.”*

*Public nuisance is given a statutory meaning in many pieces of legislation. Paragraph 2.16 states that it is “however not narrowly defined in the 2003 Act and retains its broad common law meaning. It may include in appropriate circumstances the reduction of the living and working amenity and environment of other persons living and working in the area of the licensed premises. Public nuisance may also arise as a result of the adverse effects of artificial light, dust, odour and insects or where its effect is prejudicial to health.”*

*Paragraph 2.17 states that Conditions “relating to noise nuisance will usually concern steps appropriate to control the levels of noise emanating from premises. This might be achieved by a simple measure such as ensuring that doors and windows are kept closed after a particular time, or persons are not permitted in garden areas of the premises after a certain time. More sophisticated measures like the installation of acoustic curtains or rubber speaker mounts to mitigate sound escape from the premises may be appropriate. However, conditions in relation to live or recorded music may not be enforceable in circumstances where the entertainment activity itself is not licensable...Any conditions appropriate to promote the prevention of public nuisance should be tailored to the type, nature and characteristics of the specific premises and its licensable activities. Licensing authorities should avoid inappropriate or disproportionate measures that could deter events that are valuable to the community, such as live music. Noise limiters, for example, are expensive to purchase and install and are likely to be a considerable burden for smaller venues.”*

*Paragraph 2.18 continues that as with all conditions “those relating to noise nuisance may not be appropriate in certain circumstances where provisions in other legislation adequately protect those living in the area of the premises. But as stated earlier in this Guidance, the approach of licensing authorities and responsible authorities should be one of prevention and when their powers are engaged*

# Agenda Item 3

*other legislation may not adequately cover concerns raised in relevant representations and additional conditions may be appropriate.”*

Where applications have given rise to representations, any necessary and appropriate conditions should normally focus on the most sensitive periods, Paragraph 2.19 stating for example *“the most sensitive period for people being disturbed by unreasonably loud music is at night and into the early morning when residents in adjacent properties may be attempting to go to sleep or are sleeping. This is why there is still a need for a licence for performances of live music between 11 pm and 8 am. In certain circumstances, conditions relating to noise emanating from the premises may also be appropriate to address any disturbance anticipated as customers enter and leave.”*

Paragraph 2.20 states that measures to control light pollution should also require careful thought: *“Bright lighting outside premises which is considered appropriate to prevent crime and disorder may itself give rise to light pollution for some neighbours. Applicants, licensing authorities and responsible authorities will need to balance these issues.”*

Finally Paragraph 2.21 underlines that beyond *“the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. An individual who engages in anti-social behaviour is accountable in their own right. However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.”*

## PROTECTION OF CHILDREN FROM HARM

The Guidance states that the *“includes the protection of children from moral, psychological and physical harm. This includes not only protecting children from the harms associated directly with alcohol consumption but also wider harms such as exposure to strong language and sexual expletives (for example, in the context of exposure to certain films or adult entertainment). Licensing authorities must also consider the need to protect children from sexual exploitation when undertaking licensing functions.”*

Paragraph 2.23 states that the *“Government believes that it is completely unacceptable to sell alcohol to children. Conditions relating to the access of children where alcohol is sold and which are appropriate to protect them from harm should be carefully considered. Moreover, conditions restricting the access of children to premises should be strongly considered in circumstances where:*

- *adult entertainment is provided;*
- *a member or members of the current management have been convicted for serving alcohol to minors or with a reputation for allowing underage drinking (other than in the context of the exemption in the 2003 Act relating to 16 and 17 year olds consuming beer, wine and cider when accompanied by an adult during a table meal);*
- *it is known that unaccompanied children have been allowed access;*
- *there is a known association with drug taking or dealing; or*
- *in some cases, the premises are used exclusively or primarily for the sale of alcohol for consumption on the premises.”*

Paragraph 2.24 indicates that it *“also possible that activities, such as adult entertainment, may take place at certain times on premises but not at other times. For example, premises may operate as a café bar during the day providing meals for families but also provide entertainment with a sexual content at*  
Page 15 *It is not possible to give an exhaustive list*

# Agenda Item 3

*of what amounts to entertainment or services of an adult or sexual nature. Applicants, responsible authorities and licensing authorities will need to consider this point carefully. This would broadly include topless bar staff, striptease, lap-, table- or pole-dancing, performances involving feigned violence or horrific incidents, feigned or actual sexual acts or fetishism, or entertainment involving strong and offensive language.”*

*Paragraph 2.25 states that applicants “must be clear in their operating schedules about the activities and times at which the events would take place to help determine when it is not appropriate for children to enter the premises. Consideration should also be given to the proximity of premises to schools and youth clubs so that applicants take appropriate steps to ensure that advertising relating to their premises, or relating to events at their premises, is not displayed at a time when children are likely to be near the premises.”*

*Paragraph 2.26 underlines that “Licensing authorities and responsible authorities should expect applicants, when preparing an operating schedule or club operating schedule, to set out the steps to be taken to protect children from harm when on the premises.”*

*Paragraph 2.27 goes on to state that “Conditions, where they are appropriate, should reflect the licensable activities taking place on the premises. In addition to the mandatory condition regarding age verification, other conditions relating to the protection of children from harm can include:*

- restrictions on the hours when children may be present;*
- restrictions or exclusions on the presence of children under certain ages when particular specified activities are taking place;*
- restrictions on the parts of the premises to which children may have access;*
- age restrictions (below 18);*
- restrictions or exclusions when certain activities are taking place;*
- requirements for an accompanying adult (including for example, a combination of requirements which provide that children under a particular age must be accompanied by an adult); and*
- full exclusion of people under 18 from the premises when any licensable activities are taking place.”*

*Paragraph 2.29 indicates that “Licensing authorities should give considerable weight to representations about child protection matters. In addition to the responsible authority whose functions relate directly to child protection, the Director of Public Health may also have access to relevant evidence to inform such representations. These representations may include, amongst other things, the use of health data about the harms that alcohol can cause to underage drinkers. Where a responsible authority, or other person, presents evidence to the licensing authority linking specific premises with harms to children (such as ambulance data or emergency department attendances by persons under 18 years old with alcohol-related illnesses or injuries) this evidence should be considered, and the licensing authority should also consider what action is appropriate to ensure this licensing objective is effectively enforced. In relation to applications for the grant of a licence in areas where evidence is presented on high levels of alcohol-related harms in persons aged under 18, it is recommended that the licensing authority considers what conditions may be appropriate to ensure that this objective is promoted effectively.”*

*Finally Paragraph 2.31 states that “Theatres may present a range of diverse activities and entertainment including, for example, variety shows incorporating adult entertainment. It is appropriate in these cases for a licensing authority to consider restricting the admission of children in such circumstances. Entertainments may also be presented at theatres specifically for children. It will be appropriate to consider whether a condition should be attached to a premises licence or clPage 16s certificate which requires the presence of a*



# Agenda Item 3

*sufficient number of adult staff on the premises to ensure the wellbeing of the children during any emergency.”*

This page is intentionally left blank

21/01/2025



Dear Sir / Madam

I am writing to formally raise my objection to the recent application for a licensing request at 4 Treeview Court L31 3HF, which proposes the sale of alcohol from 06:00 to 00:00, alongside the provision of late-night refreshments from 23:00 to 00:00, seven days a week. The Great Mogul the nearest public house closes at 11 pm every night. There is no requirement for another establishment to open later than this.

As a resident of the area, I believe it is important to voice concerns regarding the potential implications this licensing request may bring to our community. Firstly, I would like to emphasize that there does not appear to be a demand for such services in our neighbourhood, and the introduction of a late-night alcohol license may lead to a series of adverse effects on our local environment and its residents.

I am particularly concerned that granting this license could contribute to an increase in crime and disorder within our area. Late-night drinking establishments have repeatedly been associated with disturbances, and with the proposed hours of operation, it is likely that this could also lead to a heightened risk to public safety. The area already suffers from anti-social behaviour by introducing an establishment that provides alcohol at such a late time this will exasperate an already increasing problem.

As a resident of this area, I have observed an increasing number of intoxicated individuals roaming the streets late at night. Allowing the establishment to operate during these late hours will likely exacerbate this issue. The presence of a large number of drunk individuals already raises serious concerns about potential crime and disorder in our neighbourhood. With the granting of this license it will only increase the likelihood of further intoxication among patrons and contribute to an environment that is not conducive to public safety. This situation could lead to more incidents of violence, disturbances, and other criminal activities that would affect not only those frequenting the establishment but also innocent bystanders and residents in the vicinity.

Moreover, the likely escalation of public nuisance stemming from noise, litter, and potential altercations is a matter that cannot be overlooked. Additionally, the positioning of such an establishment raises substantial concerns for the safety and well-being of local children, particularly those living in proximity to 4 Treeview Court. It is imperative that we provide a safe and secure environment for our younger generations, free from risks that late-night businesses often pose.

In summary, I urge you to consider the negative repercussions that the approval of this license could have on our community, including increased crime, safety concerns, public disorder, and risks associated with children's wellbeing. I kindly request that my objections be considered when evaluating the application for this license.

Thank you for your attention to this important matter. I appreciate your considerations and look forward to your response.

Yours sincerely,



This page is intentionally left blank

By virtue of paragraph(s) 1 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

# Agenda Item 3

Hi all

Please see our supporting information for the above hearing consisting of;

Examples/samples of the types of due diligence records that would be used at the premises and;

A copy of a letter sent to the objector (I posted the letter through the objectors letter box yesterday to ensure it was received quickly)

2 photos showing the new shop (the one with the shutters down) and its general location with a number of shops nearby (a small shopping centre/parade)

I'd be grateful if this could be circulated to the Sub Committee please

If I receive a response from the objector, I'll let you know.

Thanks, Ian

***Ian Rushton***  
***JL Licensing***  
***07909 511953***

# Agenda Item 3

## Age Verification Scheme Challenge 25

### Sales of Alcohol at the premises

1: When a customer asks to buy alcohol, if the customer appears to look 25 or younger, the customer **MUST** be asked at the time of ordering if they are over 18 years of age. If the customer either refuses to answer, becomes verbally aggressive or replies no, then the sale **MUST** be refused and you **MUST** enter the refusal details in the Red Refusal Log book kept in the shop.

2: If the customer confirms that they are over 18, you must ask the customer for valid Identification.

**(VALID MEANS – NOT DAMAGED, TAMPERED WITH AND NOT OUT OF DATE)**

3: The only types of I.D. that can be accepted are:

- ✓ Valid passport (any nationality)
- ✓ Valid **BRITISH** Driving Licence (Full or Provisional)
- ✓ HM Services Warrant Card
- ✓ PASS Accredited Proof of Age Card
- ✓ Any other reliable photo ID that is approved for acceptance by the Police or other Authorised Officers.

***It is our policy that we are unable to accept any other type of I.D.***

You must check that the I.D. is VALID (within date), has not been tampered with and belongs to that person. You can then check by following this procedure.

- ✓ Check the date of birth to make sure the person is over 18.
- ✓ Check the photograph for a match.
- ✓ Check the personal details with the person – ask for their postcode or date of birth, address etc.
- ✓ **The easiest and best way to check is to take the I.D. from the person and ask the person to sign the ID Signature Book. Then check that both signatures match. You can ask the person to sign the ID Signature book again for your records if you are not sure.**

4: If you 100% believe that the I.D. belongs to that person and they are over 18, then you can sell the alcohol.

5: If you have any doubts, you must refuse to sell the alcohol and immediately complete the refusals register.

6: If you believe or think that another person is attempting to buy alcohol for another person who may be underage, you must tell the customer that it is illegal and if they are you will report them to the police and inform them that they can be prosecuted and fined up to a £5000.

**If you have any doubts, you must refuse to sell the alcohol unless the person can produce additional valid acceptable I.D.**

7: If the customer becomes verbally abusive or aggressive, then refuse to sell and report this to your Manager

8: If the customer produces I.D. which you in your opinion does not belong to them, then this must be logged into the refusals book and reported to the police.

9: **DO NOT BECOME PERSONALLY INVOLVED IN ANY ARGUMENT OR DISCUSSION WITH THE PERSON.**  
If the person becomes physically aggressive, then call the Police for assistance.

**REMEMBER: IF IN DOUBT - DO NOT SELL**



**Premises Age Verification Policy**  
(This premises operates the Challenge 25 scheme)

Name of Premises Licence Holder

.....

This policy applies in relation to the sale or supply of alcohol on this premise.

For this policy the responsible person is one of the following:

- a) The holder of the premises licence - .....
- b) The designated premises supervisor - .....
- c) A person aged 18 or over who is authorised to allow the sale or supply of alcohol by a person. No persons under the age of 18 are allowed to work behind the till.

The Age Verification Scheme this premises will be Challenge 25. The premises will train all staff prior to commencement of employment and re-training of all staff at regular intervals using the documented system.

Staff selling alcohol to customers must require any individuals who appear to the responsible person to be under the age of 25 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and a holographic mark.

**Examples** of appropriate identification include:

A photo card driving licence

A passport

A proof of age card bearing the PASS hologram (Citizencard)

The premises licence holder will ensure that all staff are made aware of the existence and content of this policy.

# Agenda Item 3

This business fully supports our Police and Trading Standards in the prevention and detection of crime and disorder using our CCTV system

# CHALLENGE 25

You might think you look over 18 but we don't – and it's 'MY' licence

## No ID - No Serve

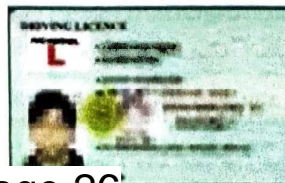
Don't try to buy alcohol for kids

We will report you



All ID presented must contain the following as outlined by the Home Office.

Photograph, date of birth, signature, holographic mark and issued by a government department.



## Staff Induction Log book

I (name).....confirm

That I have read and fully understand the following

	Document Name	Date of completion
1	The 4 Licensing Objectives	
2	Premises Licence and Conditions	
3	Age Verification Policy	
4	Age Verification Scheme and signage	
5	Refusals Policy Sale and Service of Alcohol to under 18's	
6.	Section 57 & Business Names Notice	
7.	Alcohol Authorisation Log book	
8	Customer Refusals Log Book	
9	Incident Report Log Book	
10	-	
11	-	
12	Age Restricted Products, Cigarettes & Tobacco Training & Age Verification Questions and Answers	
13	Staff Induction log sheets	
	Any Further Training received ie: PSPO's etc/ Imposed conditions etc ( list details)	

I have read & understand how this business can be affected and damaged by not adhering to them. I agree to abide by them at all times.

I also agree that whilst employed at these premises, I agree to abide by the policies that have been implemented by the management and will not deliberately carry out any actions that may cause concern for the business and Premises Licence.

Signed.....

Date.....

# Agenda Item 3

1

## Age Verification Training

Questions with Multiple choice answers ( the answers are on the back )

- |   |
|---|
| <p><b>1</b> <b>What is an Age Verification Policy?</b></p> <p>A It's a new entrance scheme for getting young people into night clubs quicker</p> <p>B: It's the name of a new European National identity card</p> <p>C: It's a mandatory written policy adopted by all licensed premises (that sell alcohol), to identify how the premises preventing alcohol being illegally sold or supplied to under 18's</p> <p>D: It's a policy to stop all under 18's from claiming family tax credits' and child benefits</p>  |
| <p><b>2</b> <b>Who is responsible for making sure an Age Verification policy is being carried out on the premises?</b></p> <p>A: The Home Office</p> <p>B: The Premises Licence Holder</p> <p>C: Any nominated member of staff that works on the premises</p> <p>D: The Designated Premises Supervisor</p>  |
| <p><b>3</b> <b>What does the owner of a licensed premise need to do to operate this Age Verification Policy?</b></p> <p>A: Complete the relevant registration form and submit it to their local Licensing Authority and wait for further instructions</p> <p>B: Send a weekly report to the police on <a href="http://www.nowtelleverythingyouknow.gov.uk">www.nowtelleverythingyouknow.gov.uk</a></p> <p>C: Put a system in place to make sure all sellers of alcohol ask, view and record all ID challenges of any person whom they suspect to be under 18 years old</p> <p>D: Wait for the local Trading Standards Officer to visit you, who will fully explain what you must do to comply</p> |
| <p><b>4</b> <b>What types of Identification am I allowed to accept?</b></p> <p>A: Any document that bears the holders full name</p> <p>B: Passport or driving licence in any condition</p> <p>C: Any type of ID card bearing their full name and passport sized photograph</p> <p>D: Any type of ID but it must contain their photograph, date of birth and a holographic mark</p>  |

<b>5</b>	<p><b>Can I accept ID that has been bought off the internet?</b></p> <p>A: No</p> <p>B: Yes</p> <p>C: Yes, as long as it bears their name and photograph</p> <p>D: Sometimes, it depends on which one is shown to you and how attractive the card is</p>
<b>6</b>	<p><b>How do I decide if I need to ask someone for ID?</b></p> <p>A: Appearances can be deceiving, just ask everyone</p> <p>B: Look for poor fashion sense and cheap smelling perfumes or deodorants</p> <p>C: It is very difficult, but basically if you need to think about their age when you look at them, then you must ask for ID</p> <p>D: Check to see if you can recognize their school uniform and look for sweet wrappers in their Pockets</p>
<b>7</b>	<p><b>How do I ask someone for ID without upsetting them?</b></p> <p>A: By being very polite, confident and professional. Inform the customer that it is not personal, and it is part of your job</p> <p>B: Just ask, because it doesn't matter if you upset them as they are only customers and they should be used to it by now</p> <p>C: By saying loudly "show me your ID or your not getting served".</p> <p>D: Ask them for their parent's telephone number and call them to check their age</p>
<b>8</b>	<p><b>What are the best methods for checking a persons ID?</b></p> <p>A: Follow the procedure shown to you by your Manager, be very thorough and if in doubt do not serve.</p> <p>B: Flick it against the counter to see if it bends without breaking</p> <p>C: Dip it into a glass of gin or cider to see if the ink runs</p> <p>D: There is no best method, young people are very clever and can easily deceive you</p>

# Agenda Item 3

- 9** What is a good method to be really sure if the ID shown to me is genuine and really does belong to that person?
- A: Stare at the young person to see if they start fidgeting
  - B: It is impossible to be 100% sure, so you must assume that the customer is telling the truth
  - C: Ring the police and ask them to come and check the ID as you are not sure
  - D: Ask the customer for their signature using the customer refusal book. Most people are unable to copy another person's signature without looking at the original one at the same time
- 10** How can I check if a persons ID is fake, has been forged or tampered with?
- A: Search on Google to see if anything has been reported on Crime Watch
  - B: Ask the customer if he/she has tampered with it
  - C: Place under a UV light and check for genuine watermarks. Look for water stains, frayed edges, the plastic developing air bubbles or becoming detached from the paper on the document. Raised edges on the card can also be signs of tampering
  - D: Official documents like passports or driving licenses are virtually impossible to forge, so there is no need to check
- 11** Who must I by law, refuse the sale of alcohol to?
- A: Anyone who you don't like
  - B: Police and authorised officers, either on or off duty
  - C: Any person who is drunk, appears to be drunk or a person who you believe to be is buying alcohol for a drunk. Any young person whom you suspect of being underage and are unable to produce valid ID, or any person whom you believe is attempting to purchase alcohol for underage persons. You must refuse the sale of alcohol to 'everyone' if it is outside the hours stated on the Premises Licence
  - D: Any person who is wearing a fancy dress costume
- 12** What is the best way to refuse the sale of alcohol to someone with no ID?
- A: Tell them you are not serving them with no explanation and ask them to leave
  - B: Ask them to find a friend to buy the alcohol for them
  - C: Take their photograph and upload it to Facebook
  - D: Take the item from the customer (if in a shop), then politely inform the customer that you are unable to sell them the alcohol as they cannot produce valid ID.

<b>13</b>	<p><b>What is a proxy sale?</b></p> <p>A: The latest sale at the Pound shop</p> <p>B: A promotion offering 10% off all alcohol drinks purchased before 6pm</p> <p>C: The purchase of alcohol by an adult on behalf of an under 18 year old</p> <p>D: Buying alcohol with no ID</p>
<b>14</b>	<p><b>How can I tell if an adult is buying or attempting to buy alcohol for an under 18 ? (called a proxy sale)</b></p> <p>A: By following all customers out of the shop to see where they are going</p> <p>B: By paying for the alcohol with lots of small change</p> <p>C: Be vigilant and look for signs for example, young people hanging around outside the premises or a customer buying unusual alcoholic drinks or quantities of drinks. Paying for the drinks separately to their own purchases and sometimes other customers will tell you</p> <p>D: It is difficult, because there is no way of ever knowing</p>
<b>15</b>	<p><b>Are there any other products I cannot sell to underage persons without producing valid ID?</b></p> <p>A: Yes, just cigarettes and tobacco products only</p> <p>B: Yes, you must not sell them eggs due to salmonella contamination</p> <p>C: Yes, there are several other products you cannot sell to a suspected underage persons without valid ID</p> <p>D: No, because of the Human Rights Act, there are no restrictions to what an underage person is allowed to purchase</p>
<b>16</b>	<p><b>What is the best way to deal with angry, aggressive or violent customers?</b></p> <p>A: By being polite, remaining calm and assertive</p> <p>B: Learn self defence techniques so you can defend yourself more effectively</p> <p>C: Argue with them, then ask other customers to help you escort them out</p> <p>D: Just give them what they want and ask no questions because the customer is always right</p>
<b>17</b>	<p><b>What is a customer refusal register?</b></p> <p>A: It's a book for keeping a list of customer's names in who won't be invited to the staff Christmas party</p> <p>B: It's a police database for storing all names of known local criminal and drunks</p> <p>C: It's a register for recording all refusals of sales of alcohol and other products in</p> <p>D: It's a register for recording all the customers' names in that have been barred for fighting</p>

# Agenda Item 3

**18** Can a person under 18 'sell' alcohol on a licensed premise?

A: Never

B: Yes, with the verbal or written approval of trading standards and the police

C: Yes, but they must be a member of Facebook and have a minimum of 8,000 friends

D: Yes, but only under certain conditions

**19** Can a 16/17 year old 'drink' alcohol on a licensed premise? (on sales only)

A: Yes; but only under certain conditions

B: Only if they buy alcohol during a 'Happy Hour'

C: No

D: Yes: if the Manager believes them to be a responsible person who won't start fighting

**20** What is a test purchase?

A: It's a drinking game between friends

B: It's an under-cover operation carried out by Weights & Measures Officers (trading standards) and the police to test if a premise will sell to an underage person

C: It's a way of promoting new products that come onto the market to see if they sell

D: It's a new method for checking if drinks have been spiked

**21** When is it is legal for a person under the age of 18 to purchase or attempt to purchase alcohol?

A: When the underage person is working as part of a team with Weights & Measures Officers and the police during a test purchase operation

B: When the under age person is accompanied by an adult

C: When the young person is having a table meal in a restaurant

D: When purchasing alcohol for parties or a special occasion



<b>22</b>	<p><b>What are the penalties for a failed a test purchase?</b></p> <p>A: The premise is immediately closed, everyone is arrested, handcuffed, taken to the police station and possibly kept in the cells overnight for questioning</p> <p>B: On the spot fines, possible prosecution for the DPS and the Premises Licence Holder. In addition, following a conviction, the Premises Licence may also be forfeited.</p> <p>C: Loose the right to attend the weights &amp; measures annual Christmas dinner dance</p> <p>D: The owner of the business and all the staff must attend a 1 week alcohol rehabilitation training course</p>
<b>23</b>	<p><b>What can happen to a person if they are caught selling alcohol to an underage person?</b></p> <p>A: Their name and photograph will appear in the local newspaper</p> <p>B: A person must take an eye test and send the results off within 21 days to police web site, <a href="http://www.tellmeallyouknow.gov.uk">www.tellmeallyouknow.gov.uk</a></p> <p>C: Verbal warning from the manager for getting caught.</p> <p>D: First offence is usually a caution or fixed penalty of £80. The second offence could be prosecution. A review of the Premises Licence may also be held.</p>
<b>24</b>	<p><b>What is Due Diligence?</b></p> <p>A: The name of the horse that won the Grand National in 1985</p> <p>B: Doing everything you can to prevent an offence against the Licensing Act 2003 from taking place</p> <p>C: A tracking device for catching local drug dealers</p> <p>D: A system of how to identify plain clothes Police Officers on your premises.</p>
<b>25</b>	<p><b>Is it a legal requirement for the Premises Licence Holder to train staff in the Age Verification Policy?</b></p> <p>A: Yes, it is part of the Age Verification Policy of the premises that all staff receives adequate training on the contents of the policy</p> <p>B: No, the only legal requirement is that the owner of the Premises Licence must make the staff aware of the policy and it's contents</p> <p>C: Yes, but only for new staff</p> <p>D: Yes, but only if the owners of the business have a criminal record for smuggling</p>

# Agenda Item 3

## Age Verification Training

### Answers to multiple choice questions

1	<p><b>What is an Age Verification Policy?</b> <b>Answer: C</b></p> <p><b>Summary</b></p> <p>In October 2010, an additional mandatory condition was automatically added on all Premises Licenses making it a legal requirement that all premises that sell or supply alcohol in England and Wales, must by law, adopt and operate a written Age Verification Policy.</p>
2	<p><b>Who is responsible for making sure an Age Verification policy is being carried out on the premises?</b> <b>Answer: B</b></p> <p><b>Summary</b></p> <p>The Age Verification policy is one of the mandatory conditions of the Premises Licence, it must be signed by the Premises Licence Holder, kept securely on the premises and produced on demand to a Police Constable or an officer authorised by the Licensing Authority.</p> <p>Failure of the owner of a licensed premise to operate an Age Verification Policy would be viewed as breach of conditions of the Premises Licence and is a punishable offence, which can eventually lead to the closure of the premises.</p>
3	<p><b>What does the owner of a licensed premise need to do to operate this Age Verification Policy?</b> <b>Answer: C</b></p> <p><b>Summary</b></p> <p>It is the responsibility of the owner of the business to put in place a checking system whereby all sellers of alcohol must be asked to request valid identification from individuals whom they suspect to be under the age of 18. Premises can adopt different schemes and the ones most widely used are Challenge 21 or Challenge 25.</p> <p>The scheme that is chosen by your premise, depends on the risk assessment that has been completed by the owner of the business. Posters or signage must be displayed in a prominent position on the premises and all refusals of the sale of alcohol must be documented in the customer refusal register.</p>
4	<p><b>What types of Identification am I allowed to accept?</b> <b>Answer: D</b></p> <p><b>Summary</b></p> <p>The most accepted forms of ID are passport, driving licence (provisional or full) and card issued by local schemes such as Citizencard or Validate UK bearing the official PASS hologram. It must not have been damaged or show signs of tampering or alterations.</p> <p>However, some Licensing Authorities have agreed to accept additional forms of ID such as the UK Forces ID card. Some premises will refuse to accept any form of ID that has been issued outside the UK. A 'driving permit' or a 'motorcycle driving licence' are not legal forms of ID. To be sure premises must check with your local authority to verify exactly what you can accept. The penalties for accepting the invalid ID are severe.</p>

5	<p><b>Can I accept ID that has been bought off the internet?</b>  <b>Answer: A</b></p> <p><b><u>Summary</u></b></p> <p>There are thousands of different types of ID that can be bought over the internet. These cards are illegal to use and are sold as novelty cards.</p> <p>The police and trading standards office will prosecute you if you accept them.</p> <p>Learn to recognize what you can and cannot accept.</p>
6	<p><b>How do I decide if I need to ask someone for ID?</b>  <b>Answer: C</b></p> <p><b><u>Summary</u></b></p> <p>Don't try to guess their age, that's not your job!          Young people sometimes look much older than they really are especially if they are dressed for a night out on the town. Look for any signs of nervousness or maybe their friends are hanging around outside. Young people will try anything, use any methods to obtain alcohol or gain entry into a club. The rule of thumb is if you thought about their age when you first looked at them, then you need to check. This must be done before you sell them alcohol. Even after checking their ID, if they still cannot convince you they are 18 or over, then you must refuse to sell and log the refusal into your customer refusal book.</p>
7	<p><b>How do I ask someone for ID without upsetting them?</b>  <b>Answer: A</b></p> <p><b><u>Summary</u></b></p> <p>Most people will normally always carry ID as they will be used to being asked and will not become upset. However, others some will be offended and make nasty comments or even become aggressive.</p> <p>Never ask a customer their age or apologise for asking for ID. By staying calm and not becoming involved in the argument will help to de-escalate the situation.</p> <p>You must always follow the code of practice that your company has in place for dealing with conflict situations.</p>
8	<p><b>What are the best methods for checking a persons ID?</b>  <b>Answer: A</b></p> <p><b><u>Summary</u></b></p> <p>The Licensing Act 2003 does not say in detail of how you must check a persons ID. Premises must adopt their own methods as what they believe to be 'best practice'. Hold the card and look at it carefully. Does it feel genuine? Check the photograph against the person. Look for any damage or evidence of tampering. Check their date of birth, ask the person to confirm their personal details. If the ID shown to you contains an unusual name, ask them spell it. Most mis-users tend to forget the postcode. A good method is to obtain their signature in the customer refusal register.</p>

# Agenda Item 3

9	<p><b>What is a good method to be really sure if the ID shown to me is genuine and really does belong to that person?</b> <i>Answer: D</i></p> <p><b>Summary</b></p> <p>Premises that have adopted this method of obtaining signatures witnessed a huge reduction in mis-users as it appeared to frighten people off. Some people do not write their signature exactly the same, so you can give them an opportunity to repeat just to make sure.</p> <p>If it happens that you are accused or charged with selling alcohol to a young person by mistake, the signature obtained can be used as your evidence in court in your defence as the 'evidence produced would have convinced a reasonable person'.</p> <p>This is called due diligence.</p>
10	<p><b>How can I check if a persons ID is fake, has been forged or tampered with?</b> <i>Answer: C</i></p> <p><b>Summary</b></p> <p>Fake ID's are widely available for anyone to purchase over the internet and can appear to be quite realistic. Some people even have equipment that can 'clone' ID's.</p> <p>Driving licenses and passports are easy to verify. The hologram will show if you hold the driving licence or the covers of a passport under a UV money detector machine. Learn to recognize the different types of acceptable ID that you can and can't accept. Have a list of acceptable ID's (with photos) next to the point of sale on the premises. It is not illegal to use a damaged passport, but not recommended to accept it as valid ID.</p>
11	<p><b>Who must I by law, refuse the sale of alcohol to?</b> <i>Answer: C</i></p> <p><b>Summary</b></p> <p>The law is very strict as to who you must refuse the sale of alcohol to and the penalties are severe for not just you but possibly your colleagues (if they were in a position to prevent the sale taking place). The Designated Premises Supervisor and even the Premises Licence Holder may also be prosecuted if you are caught selling in these circumstances.</p>
12	<p><b>What is the best way to refuse the sale of alcohol to someone with no ID?</b> <i>Answer: D</i></p> <p><b>Summary</b></p> <p>By law you have the right to refuse to sell to any customer and you do not have to give a reason. However, this can create a conflict situation as customers need to have an understanding of why you will not sell to them. Do not apologise or enter into an argument with the customer, remain polite, calm and professional at all times. Call a colleague or a line Manager for assistance if necessary. Always follow your company's code of practice for these situations. Remember no ID, no sale every time.</p>

13	<p><b>What is a proxy sale?</b>  <i>Answer: C</i>  <u>Summary</u></p> <p>As it is becoming increasingly difficult for under 18's to purchase alcohol, adults are now being pressurised outside shops to buy alcohol for young persons. Most young people hide in back rooms or corners of pubs hoping not to be seen as their friends buy their drinks. This is a dangerous practice for the owner of the business even if the young person appears to be nice and nearly old enough.</p> <p>The penalty for purchasing alcohol for an underage person is up to £1,000. The seller and other staff may also be prosecuted if it can be proved they knew at the time who the alcohol was purchased for and turned a blind eye to the sale.</p>
14	<p><b>How can I tell if an adult is buying or attempting to buy alcohol for an under 18? (called a proxy sale)</b>  <i>Answer: C</i>  <u>Summary</u></p> <p>Staff must learn to be more vigilant about who is on the premises and who is hanging around outside. At busy times it is difficult, however, you can always ask your customers questions about outside the premises. Displaying posters in prominent positions near the point of sale, warning customers of the penalties can also help.</p> <p>By law, the premises must do everything they can to prevent all illegal sales from taking place.</p>
15	<p><b>Are there any other products I cannot sell to underage persons without producing valid ID?</b>  <i>Answer: C</i>  <u>Summary</u></p> <p>By law, the age restrictions are as follows:  <b>Restricted age - 18</b> Cigarettes, tobacco products, knives and other offensive weapons, fireworks or sparklers, solvents or volatile substances, lighter refills containing butane, crossbows, airguns and pellets.  <b>Restricted age - 16</b> Lottery tickets, scratch cards, aerosol paints, caps, party poppers, cracker snaps, novelty matches and throw downs.</p> <p>There are severe penalties for those who are caught selling these items to underage persons without valid ID, with fines of up to £5,000 and 6 months imprisonment. Lottery tickets can be up to 2 years imprisonment. Video games are sold as shown on the age of certificate identified on the box.</p>
16	<p><b>What is the best way to deal with angry, aggressive or violent customers?</b>  <i>Answer: A</i>  <u>Summary</u></p> <p>The majority of people who become angry when asked for ID do so because they are usually under 18. They become frustrated which can easily escalate to anger and aggression, sometimes even violence. It can be very frightening and intimidating to be confronted by an angry or aggressive customer. For your own personal safety, all staff must develop the skills they need to deal with these volatile situations.</p> <p>By becoming verbally engaged with the customer in what is really 'their' argument only feeds the situation. Once you know the customer is becoming increasingly angry then call for assistance. If assistance is not available, then find an excuse to leave the area (called an exit strategy). 'I'll get the Manager to help you' is always a good excuse, or using 'inhibitors' e.g. informing the customer that he is being taped on CCTV can sometimes help to prevent the situation from escalating. Always follow your company's code of practice for these situations. Always refuse service and record the incident in the customer refusal register.</p>
17	<p><b>What is a customer refusal register?</b>  <i>Answer: C</i>  <u>Summary</u></p> <p>Part of all Age Verification Policy schemes operated on a premise, means that the owner of a business must keep written records of all refused sales on the premises for a minimum period agreed by the owner. This is usually around 12 months.</p> <p>The customer refusal register must record the date, item refused, description of person, reason for refusal, name of member of staff who refused the sale together with the staff's signature.</p> <p>By keeping these records, it allows the owner to demonstrate 'due diligence' to Trading Standards Officers, police and in addition it also provides evidence in that the policy is being operated, which can be produced in court following a prosecution.</p>

# Agenda Item 3

18	<p><b>Can a person under 18 'sell' alcohol on a licensed premise?</b> <i>Answer: D</i></p> <p><b><u>Summary</u></b></p> <p>Under the Licensing Act 2003, if permission is obtained from the Premises Licence Holder and DPS, an under 18 year old can legally sell alcohol on a licensed premises as long as they are supervised at all times by a nominated responsible person. They must never be left to work on their own and each individual sale must be authorised by the nominated responsible person.</p> <p>The law is different for under 18's that are serving alcohol to tables' ancillary to a meal; under these circumstances no supervision is necessary.</p>
19	<p><b>Can a 16/17 year old 'drink' alcohol on a licensed premise? (on sales only)</b> <i>Answer: A</i></p> <p><b><u>Summary</u></b></p> <p>Under the Licensing Act 2003, it is illegal for an under 18 to consume alcohol on a licensed premises, except under the following conditions.</p> <p>A 16/17 can legally 'order and consume' beer, wine or cider if they are having a table meal and accompanied by an adult. The adult must pay for the drink. However, they may still need to produce ID to prove that they are 16 or 17.</p> <p>The penalties for allowing an underage persons to consume alcohol on a licensed premises is a maximum fine up to £1,000 for the seller and £500 for the young person.</p>
20	<p><b>What is a test purchase?</b> <i>Answer: B</i></p> <p><b><u>Summary</u></b></p> <p>It is the legal duty of every local Weights and Measures Authority to make checks that all licensed premises are staying within the law and are not selling alcohol or allowing them to consume alcohol on licensed premises.</p> <p>This involves a joint exercise between Weights &amp; Measures Officer and the police who visit premises with an underage person who then tries to purchase the alcohol.</p> <p>All types of licensed premises are tested from shops to restaurants, no premises are exempt.</p>
21	<p><b>When is it is legal for a person under the age of 18 to purchase or attempt to purchase alcohol?</b> <i>Answer: A</i></p> <p><b><u>Summary</u></b></p> <p>These young people are volunteers and must be between 15 and 16 ½ years of age. They must work in close supervision with Officers and in accordance with best practice procedures set down in clear guidelines.</p> <p>They will visit always premises in a different town to where they live, so they will not be recognized. Parental permission is also required.</p>

22	<p><b>What are the penalties for a failed a test purchase?</b></p> <p><b>Answer: B</b></p> <p><b>Summary</b></p> <p>The seller, Designated Premises Supervisor, Premises Licence Holder and any member of staff who was in a position to prevent the offence from happening (called turning a blind eye) may all be held liable for this offence and upon conviction may lead up to a fine of £5,000.</p> <p>Under the Policing and Crime Act 2009, there is an offence called 'persistent selling to under 18's' whereby the offence will be committed if a named premise is caught selling alcohol to an under 18 twice within a period of three consecutive months. If this happens, the Premises Licence can be brought under 'review' by the Licensing Authority who then have the powers to either impose additional conditions, remove the Designated Premises Supervisor, suspend the licence for a period of up to 3 months or revoke the Premises Licence in addition to substantial fines or even imprisonment. In addition to this the holder of the Premises Licence could be fined up to £20,000 for breach of condition of their Premises Licence.</p> <p>Staff could also loose their jobs for not following the correct procedure of the Age Verification Policy scheme operated at their premises.</p>
23	<p><b>What can happen to a person if they are caught selling alcohol to an underage person?</b></p> <p><b>Answer: D</b></p> <p><b>Summary</b></p> <p>It is an offence to 'knowingly' sell alcohol to a person under 18. Where a person is charged with this offence, your defence in court is that: 'you believed the person was 18 or over and either a) you took all reasonable steps to establish their age or: b) nobody would reasonably have suspected from the person's appearance that he/she was under 18.</p> <p>Under a), reasonable steps would be the steps you took to convince yourself that the person was under 18. Checking the ID, photograph, asking questions about their date of birth are methods of good practice, but it will not provide the evidence that you need when defending yourself in court. Obtaining their signature in the customer refusal book is the best method you can use as this can then be used as evidence in your defence. If a person is found guilty then they are liable to a fine of up to £5,000. (Go back and review question 21)</p>
24	<p><b>What is Due Diligence?</b></p> <p><b>Answer: B</b></p> <p>Due diligence is the systems that are in place to prevent offences from happening. When a person is charged with an offence, they will be prosecuted if it can be proved that they showed an intention of doing something wrong. It doesn't necessarily mean a person deliberately did something wrong, the fact that you broke the law is enough to prosecute. However, a person can defend themselves by proving they followed due diligence procedures that have been put in at their workplace. To prove this you must produce evidence to the courts. The types of evidence that can be used is the system for checking ID that is used at the premises, CCTV, customer refusal registers, training records and any other written evidence that is relevant. If the evidence produced to the courts is poor or inadequate a conviction will follow.</p>
25	<p><b>Is it a legal requirement for the Premises Licence Holder to train staff in the Age Verification Policy?</b></p> <p><b>Answer: B</b></p> <p><b>Summary</b></p> <p>Under the Licensing Act 2003, there is no legal requirement to train the staff in the Age Verification Policy. The only requirement is that the owners of Premises Licenses must make all their staff aware of the existence and the contents of the policy. However, many Premises Licenses now have special conditions on their licence that does make it a legal requirement to train all staff not only in age verification systems but also licensing law. It is best practice that all training that happens on licensed premises to be well documented as this can be used as evidence in your defence following a prosecution. Failure to carry out the training would be seen as breach of condition of the Premises Licence followed by severe penalties.</p>

LICENSING ACT 2003

**Refusals Policy**

**The Management & Staff**

Welcomes all our customers, however please note

**WE WILL NOT SELL ALCOHOL TO:**

- 1: Persons who are drunk (or appear to be drunk)
- 2: Persons who are attempting to purchase alcohol for another person who is drunk or appears to be drunk
- 3: Persons who are either verbally or physically abusive to the staff or other customers
- 4: Persons who are unable to produce valid ID when asked
- 5: Persons who behave in an anti-social manner towards any customer, staff or the premises.

This Premises fully supports the local Police and Council in the prevention and detection of crime and disorder using our CCTV system.

Any person who is in breach of this policy on these premises may be reported to the police and your details given including an image from the CCTV



## Staff Induction Log book

I (name).....confirm

That I have read and fully understand the following

	Document Name	Date of completion
1	The 4 Licensing Objectives	
2	Premises Licence and Conditions	
3	Age Verification Policy	
4	Age Verification Scheme and signage	
5	Refusals Policy Sale and Service of Alcohol to under 18's	
6.	Section 57 & Business Names Notice	
7.	Alcohol Authorisation Log book	
8	Customer Refusals Log Book	
9	Incident Report Log Book	
10	-	
11	-	
12	Age Restricted Products, Cigarettes & Tobacco Training & Age Verification Questions and Answers	
13	Staff Induction log sheets	
	Any Further Training received ie: PSPO's etc/ Imposed conditions etc ( list details)	

I have read & understand how this business can be affected and damaged by not adhering to them. I agree to abide by them at all times.

I also agree that whilst employed at these premises, I agree to abide by the policies that have been implemented by the management and will not deliberately carry out any actions that may cause concern for the business and Premises Licence.

Signed..... Page 41 Date.....

# Agenda Item 3

In the UK it is illegal to buy alcohol on behalf of anyone under the age of 18. Purchases of this type are called 'Proxy' purchases.

Retailers found to be supplying alcohol to minors, including via proxy purchases, could face a fine and/or have their license removed.

- This is an example of a Proxy sign. You will see these around the Point of Sale and near any Alcohol on display.

## **WARNING PROXY SIGN FOR ADULTS**

If you are buying alcohol for underage people

**THEN DON'T!**

**because it's an criminal offence**

We **WILL** report you and give the police a copy of your photograph taken by our CCTV cameras

**The penalty is £5000 fine**

# UNDER 25?

Please be prepared to show  
proof of age when buying  
alcohol products

Page 43

## Acceptable forms of ID



- Photographic driving licence
- Cards showing Pass hologram
- Passport



Agenda Item 3

## **PREMISES LICENCE** **DUE DILIGENCE CHECKLIST**

**Is the premises licence summary on display?**

**Is the full premises licence available in the shop?**

**Are the Challenge 25 posters displayed properly?**

**Are statutory notices on display? (cigarettes etc)?**

**Is the refusals register available? (paper or electronic)?**

**Is the premises licence file available for inspection?**

**Is the staff training up to date?**

**Are the staff training records available?**

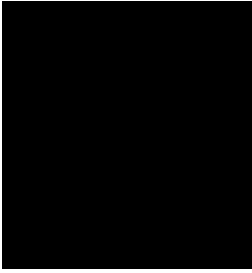
**Are all the various notices (as required by licence conditions) on display? Check the conditions.**

**Have you checked the refusals register?**

**Have you checked the incident log?**

**Is the CCTV system working ok? Check images are being stored as required.**

**Are the fire extinguishers due for a check/service?**



29 January 2025

**APPLICATION FOR A PREMISES LICENCE  
NEW SHOP AT 4 TREEVIEW COURT, MAGHULL L31 3HF**

I am contacting you on behalf of my client Mr Kosakan Ravichandran in respect of the above application.

The Council have sent me a copy of your objections and thought I would contact you to outline this application further, and to explain the steps that would be taken to promote the licensing objectives.

As you know, the shop is currently empty and it will be completely refurbished as a new general convenience store selling a wide range of goods including groceries, dairy goods, snacks, sweets, newspapers, magazines, soft drinks, household goods, cigarettes etc.

The proposed alcohol sales would just be a part of the overall business to help the business develop and offer a more complete all-round convenience service. The shop is a family business and the focus of the shop will be as a general convenience store.

The application includes a document called an Operating Schedule – this is an important part of the application which shows the steps that would be taken at the shop to promote the licensing objectives. Each of these steps become legally enforceable licence conditions should the application be approved.

I'm not sure if you've had sight of the proposed Operating Schedule - and so I attach details below for your information. The proposed conditions include;

a CCTV camera system covering inside and outside the shop;

using the 'Challenge 25' under age policy to ensure that all measures are in place to ensure that no-one under 18 is able to buy alcohol and other age-restricted goods;

regular staff training;

litter checks outside the shop etc.

The full set of proposed conditions are shown below.

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

**For your information, none of the Responsible Authorities have objected to the application.**

In particular, the Police are important for 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 would not impact on local crime and disorder, and that the application can be granted.

# Agenda Item 3

There are also no other objections to the application from the local community.

I can assure you that Mr Ravichandran will do everything that he can to prevent any issues for the local community. The shop will have a CCTV camera system which will cover inside the shop and the area immediately outside – this will help deter any possible issues.

The shop will use the Challenge 25 policy to make sure that children aren't able to purchase alcohol or any other age-restricted goods from the shop. Alcohol will be sold responsibly at all times.

Staff will do regular litter checks outside the shop.

Licensed premises are extremely well-regulated - they must 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 prosecution, a licence review, revocation of the licence, etc.

The Police and the other Authorities will target any 'problem premises' and take action if something goes wrong. Likewise, if you found any evidence of problems at this shop in the future (or indeed any licensed premises in the area) then the matter can be dealt with as appropriate.

I hope the above information is useful and informative.

In the circumstances, would you be willing to agree that a licence can be granted?

I look forward to hearing from you and if you have any queries please don't hesitate to contact me.

Yours sincerely

**Ian Rushton**  
**JL Licensing**  
**07909 511953**  
**Email - [ijrushy@hotmail.com](mailto:ijrushy@hotmail.com)**

**See the proposed operating schedule below**

## **Operating schedule/proposed licence conditions**

### **Prevention of crime and disorder**

A CCTV camera system capable of providing quality images shall be used. Cameras will cover the inside of the premises and the area immediately outside. Images will be retained for a period of at least 28 days and be made available to Police Officers on reasonable written request for evidential purposes, in accordance with the relevant data protection legislation (currently GDPR 2018).

The CCTV recording equipment shall be kept in a secure environment under the control of the premises licence holder (PLH) and/or another named responsible individual.

A staff training scheme shall be used for all staff authorised to sell alcohol. The training will cover the importance of preventing under age sales and complying with licence conditions. Refresher training will be provided every 12 months, records will be kept and be made available to responsible authorities

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

Spirits will be kept behind the counter.

An incident book shall be used to log details of any incidents, witnessed by staff, at or outside the premises. The incident book shall be available for inspection at all reasonable times by an authorised officer. The records will be retained for at least 12 months.

The premises shall operate an alcohol refusals policy - alcohol will not be sold to;

(1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);

(2) Any person found to be drinking alcohol in the street;

(3) Any person who is drunk or appears to be drunk;

# Agenda Item 3

(4) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;

(5) Any person unable to provide valid ID when requested by staff;

(6) Any person who is verbally or physically abusive towards staff or customers.

(7) To any person suspected of trying to buy alcohol for another person(s) who may be under age.

A notice advising customers of the refusals policy shall be on display.

An appropriate number of staff shall be on duty in the shop - the number of staff on duty will be assessed and determined on a regular basis by the PLH/DPS taking account of any peak periods in terms of sales, volume of customers, etc.

## **Public safety**

No specific risks have been identified under the Licensing Act 2003 (note - the applicant is aware of the need to comply with other legislative requirements to ensure that the shop is safe for customers and staff).

## **Prevention of public nuisance**

A notice(s) shall 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 shop shall adopt the Challenge 25 Policy.

Anyone who appears to be under 25 years old who attempts to purchase alcohol will be asked to prove their age by producing an acceptable form of photographic ID such as a passport, photo driving licence, military ID and PASS accredited proof of age cards.



# Agenda Item 3

A refusals register (for the sale of alcohol) will be kept and be available for inspection by responsible authorities.

A due diligence checklist will be used to help ensure that all steps are in place to prevent underage sales.

A notice shall be displayed in the premises where it 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.



# Agenda Item 3

This policy is for guidance only- you must check for accuracy and edit the content & practices to reflect procedures in your venue.



## Challenge 25 policy

Our **Challenge 25** policy applies to all age-related sales that occur on our premises. You are obliged to apply our **Challenge 25** policy when any customer who looks to be under the age of 25 attempts to purchase alcohol, either for themselves or for somebody else.



If you sell alcohol to anyone under 18, you are breaking the law. The consequences are very serious; you could receive a £90 Fixed Penalty Notice or if prosecuted be fined up to £5000, which may result in a conviction being recorded against your name. If you are a Personal Licence Holder, your Personal Licence is also at risk of forfeiture. Additionally, both the pub and the Designated Premises Supervisor (DPS) or Owner could face prosecution as a result of your actions, as well as having its licence suspended or revoked.

Our **Challenge 25** policy requires you to use a 4-step approach every time you see someone who appears to be under the age of 25:

1. Assess the age of every customer.
2. If you think the customer *looks* under 25, ask for ID.

[Only the following documents are acceptable for proof of age purposes]:

- A valid Passport
- A valid photo drivers' licence
- A "Pass" approved card from the national Proof of Age Standards Scheme
- A British Military ID Card
- A National Identity Card

Only Original Documents can be accepted - photocopies, photographs or **Phone Apps** and out of date passports are **not acceptable**

3. If the customer cannot produce acceptable ID, refuse the sale of alcohol
4. When you refuse the sale you must record this in the refusals log book/EPOS system on the till

There are fake proof of age cards, so if you are unhappy with the ID for any reason or it looks fake or tampered with, or you think it belongs to someone else (eg a brother or sister), refuse the sale and bring the matter to the attention of your Duty Manager or Supervisor.

**Challenge 25** applies at all times, even when:

- You think door staff has previously checked a customer's ID.
- You are busy.
- You believe you have seen acceptable ID from the customer on a previous occasion.

Remember, if you ask for ID from everyone you think looks under 25, then you will protect yourself from breaking the law. Practice **Challenge 25** and do not get caught out.

Please sign this document to acknowledge that you have understood your training and responsibilities and agree to always ask for ID from customers who appear to be under the age of 25.

Trainer's Name: .....

Trainer's Signature: .....

Trainee's Name: .....

Trainee's Signature: .....

Date: .....

Wright  
Partners  
27 3400  
kwright.co.uk

Page 51

MERSEY VAPOUR  
The Electronic Cigarette Specialists

great value locally one stop

BUTLERS BAKERY

Great Food Great Service

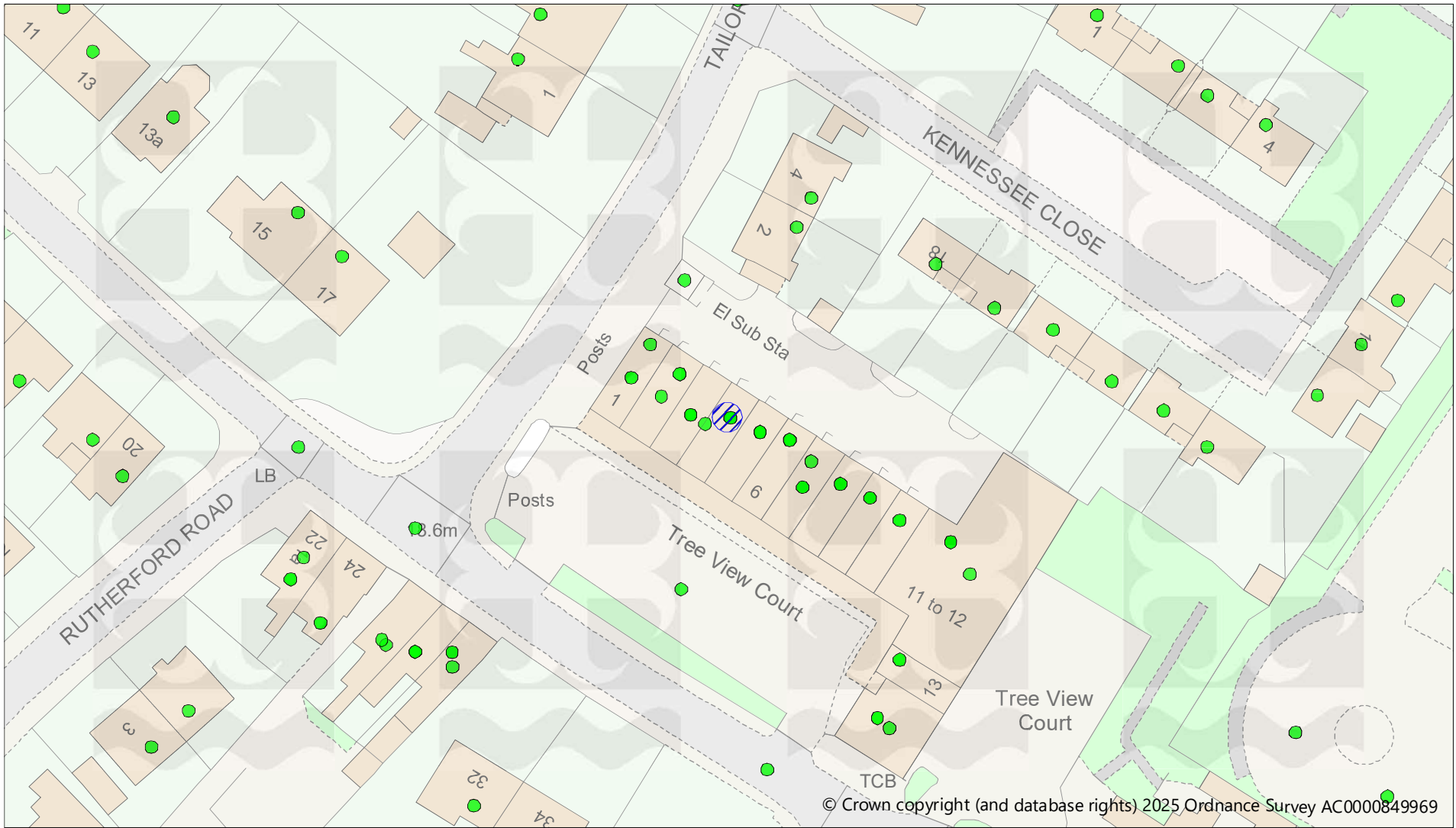
Bernie's  
Sandwiches, Buns & Duff

Agenda Item 3

**TO LET**  
QR CODE  
**Hitchcock & Wright**  
CHARTERED SURVEYORS & PARTNERS  
**0151 227 3400**  
[www.hitchcockwright.co.uk](http://www.hitchcockwright.co.uk)

**MERSEY**  
The Electronic Cigar

FLAVOURS  
FREE SAMPLING  
INSTORE  
**MERSEY**  
APOUR



© Crown copyright (and database rights) 2025 Ordnance Survey AC0000849969



Title Line 1  
 Title Line 2  
 Title Line 3

Reference: Map reference  
 Date: 04/02/2025  
 Scale: Scale: 1:750  
 Created by: Initials

This page is intentionally left blank