

**LICENSING SUB-COMMITTEE
(FAMILY BARGAINS)
SUPPLEMENTARY AGENDA**

23 February 2012

5 REPORT OF THE LICENSING OFFICER (Pages 1 - 32)

Supplementary information supplied by the application in respect of the application for a premises licence for Family Bargains, Unit 6A The Brewery Shopping Centre, Waterloo Road, Romford, RM1 1AU

**Ian Buckmaster
Committee Administration and
Member Support Manager**

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**FAMILY BARGAINS
UNIT 6A, THE BREWERY SHOPPING CENTRE, WATERLOO
ROAD, ROMFORD RM1 1AU**

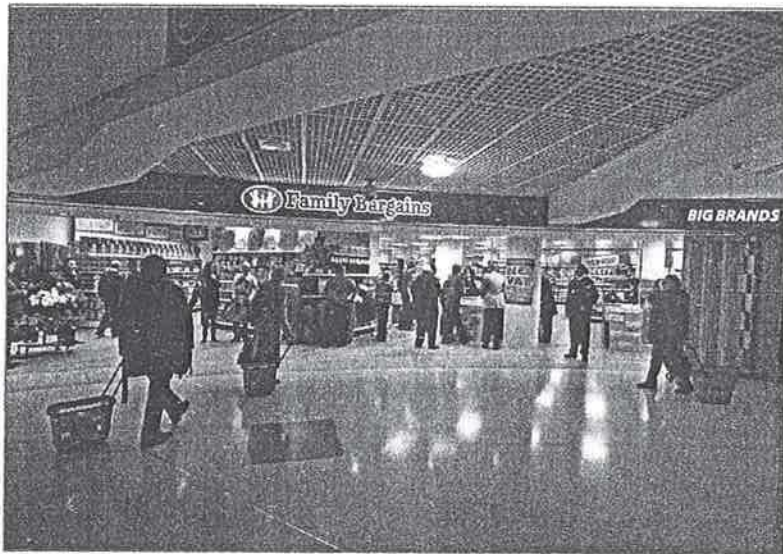
HEARING: 23RD FEBRUARY 2012 AT 2.30PM

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Licensing Brochure for Family Bargains



Family Bargains is a value retailer owned by 99p Stores Limited.

"Big Brands, Small Prices."



99p Stores was founded by entrepreneur Nadir Lalani in January 2001. His first store opened in Holloway London and within 2001 this had increased to four stores. Following the success of 99p stores in 2002 Nadir decided to expand the business throughout the whole of the UK and by the end of January 2011 he has succeeded in opening 175 stores.

Nadir has been a retailer for 40 years and has opened and operated over 400 stores in his career. Most of these stores, prior to his current business, were convenience stores selling alcohol and he has a long history of responsible retailing.

Family Bargains is a recently established chain of stores owned by 99p Stores Limited but aimed at a different range of customers, i.e. those with a higher spend capacity. The stores sell branded goods at affordable prices but are not to be mistaken for the 99p stores which sell their goods at under £1. This new set of stores have higher prices and a larger range of goods which includes: house-wares, health & beauty, sports, camping, stationery and pet care.

Family Bargains is a retailer that uses the latest technologies within their stores, providing them with management controls which are considered by many to be superior to those employed by other retailers. Responsible management is primary concern of this Company.





All Family Bargains stores are run by trained staff and management who strive to deliver the best service from professionally and effectively run premises.

Family Bargains aims to provide a fuller selection of products than their counterpart, 99p stores, and with the higher prices being charged they can afford to do just that; therefore the addition of a small percentage of their shop floor to alcohol seems like a natural progression for the franchise.

Family Bargains management are aware of the four Licensing Objectives which have been put in place to govern the sale of alcohol and are more than willing to adhere to any measures deemed necessary as responsible retailers.

It should be noted that the percentage of space within a Family Bargains store used for the display of alcohol is between 1 and 3%. Of the overall store this forms an extremely small area and will be situated away from the front of the store so as not to be easily viewed from the outside and also to deter shoplifting. We have applied to licence the whole of the shop floor to allow for ease in the re-organisation of displays in the future.

Family Bargains management take the safety of their customers, staff and the areas local to their premises very seriously, and have put in place many security measures including CCTV and door staff.

The premises will trade shorter hours than those applied for at this time, and will also comply with the Sunday trading hours currently in force.

A Selection of Conditions Offered by Family Bargains in respect of their Premises Licence Applications



1. CCTV shall be installed at the premises to include coverage of the cash tills as well as throughout the store. The images recorded shall be retained in an unedited format for a period of 31 days and will be made available to the Police and Authorised Officers of the Council upon request.
2. Staff shall be instructed that alcohol may not be sold to any person who is believed to be intoxicated and will be trained in identifying customers who are intoxicated.
3. Staff will be trained in respect of the Licensing Act 2003 and the responsibilities of those selling the alcohol. Refresher training will be delivered on a six-monthly basis and records will be made available for inspection.
4. The premises shall be subject to regular and ongoing Risk Assessments linked to the physical aspects of the premises.
5. A Challenge 25 Policy shall be implemented and acceptable forms of proof of age shall be a passport, photo driving licence or PASS approved proof of age card.
6. Notices shall be displayed inside the premises stating that it is an offence for any person under 18 years of age to purchase alcohol.





7. Staff shall be trained that alcohol must not be sold to any person under 18 years of age.
8. Cash tills used for the sale of alcohol shall have the benefit of an electronic prompt for operators in respect of age restricted sales.
9. Security staff will be employed at the sites in numbers as deemed necessary by Management.
10. A Refusals Register will be retained at the premises and will be available for inspection upon request by an Authorised Officer of either the Police or the Local Authority.

The management in respect of Family Bargains are looking to develop strong relationships with the Police and other Responsible Authorities in the areas local to their premises. They are also willing to discuss any further Conditions that might be suggested and to answer any queries regarding their proposals.

Frequently Asked Questions



The selling times on the application state 08:00 until 23:00. Will the store be open during these times?

Only in exceptional circumstances. Family Bargains always apply for these times as standard. Our stores are mostly based on out of town retail parks which generally close anywhere from 17:30 to 20:00 on weekdays, and typically 19:00 Saturdays and 16:00 Sundays. Currently we don't have any store still trading at 23:00 as there are generally no customers at that time.

What kind of price range will Family Bargains be selling alcohol at?

Family Bargains is a variety retailer. We are predominantly a bulky goods, home-ware and soft furnishing retailer. Alcohol forms a very small part of our product range and typically forms less than 1% of the space in a store. As we don't buy alcohol in bulk quantities from our supplier we have to sell the product at typically higher retail prices compared to the main supermarkets.

What sort of policies and procedures do Family Bargains have in place when it comes to the sale of alcohol and age restricted goods?

Family Bargains have a comprehensive policy, procedure and training pack for our stores. We pride ourselves on responsible management and provide training for every member of staff that we employ.

Our range of alcohol is meant to compliment the range of products that we sell. Alcohol is not going to be a major attraction for customers of Family Bargains. The range is extremely limited in comparison to any supermarket or local convenience store. We will not be giving more than 1% of floor space for alcohol as it is simply not profitable to do so.

What security procedures do you have in place within your stores?

Each store has a CCTV system which is of a high specification and is in line with the requirements of most Licensing Authorities. The cameras cover all areas of the store. We also hire in-store security guards who are responsible for ensuring the security of the store.

CCTV Specification



A general overview of the CCTV system installed in most Family Bargains stores.

1 x 32 Channel Clarisys Digital Video recorder 400 FPS with 4TB of Hard Disk storage and H.264 video compression technology set to record for 31 days before automatically overwriting.

All images are digitally watermarked to prevent tampering.

Intel RAID storage technology employed to provide redundancy backup of data.

Remote password protected access for head office to monitor each store.

In store (via USB stick) & Online backup options available for police evidence footage etc.

The cameras in store are located to cover all aisle, entrance and exits using a 550tvl high resolution camera.

The Till cameras are vari-focal 600TVL Samsung Ultra High Resolution cameras.

Front shop monitor is a Sanyo 26" or 32" flat screen display.

Rear office equipment is house in a lockable cabinet to protect against unauthorised access and intrusion meeting with data protection policies.

All stores also have the relevant CCTV warning signage fitted inside and out.

D4	PRODUCT CODE	PRODUCT DESC	SELLING PRICE
Beer	501437910633	20X284ML STELLA ARTOIS	12.49
Beer	501001708320	15PK STELLA ARTOIS 4% 440ML CAN	7.99
Beer	501001709892	4PK BECKS VIER CANS 440ML	3.99
Beer	501003804955	15PK X440ML CARLING 4%	8.50
Other	501854501182	FREIXENET CAVA & TRUFFLES	5.99
Other	501854501238	GRAHAM'S PORT COFFEE & MINTS	6.99
Other	501854500147	BELLS MINIATURE TUMBLER & MINT CHOC	3.99
Other	501854500153	BAILEYS MINIATURE TUMBLER & MINT CHC	3.99
Other	501854500155	MARTELL MINIATURE GLASS & MINT CHOC	3.99
Other	501854500185	AFTER DINNER TRIVIA MINIATURE SET	9.99
Red Wine	501506371244	CHARLEMAGNE MAGNUM 1.5LTR	3.99
Red Wine	501808950553	75CL RIO DEL ORO RED(TINTO)	3.99
Red Wine	930072745360	75CL JACOBS CREEK SHIRAZ CABERNET	5.49
Red Wine	931104308309	75CL BANROCK STATION SHIRAZ MATARO	4.99
Red Wine	931104309330	75CL HARDYS BIN 343 CABERNET SHIRAZ	4.99
Red Wine	841152820103	75CL DON RAMON OAK AGED RED	4.99
Red Wine	600980875002	75CL FIRST CAPE RELEASE CABERNET SAUV	4.99
Red Wine	501018601705	STOWELLS MELOT USA 75CL	4.99
Red Wine	930072757421	75CL JACOBS CREEK GRENACHE SHIRAZ	5.49
Red Wine	932504002167	75CL ROSEMOUNT SHIRAZ CABERNET	6.99
Red Wine	85000017128	E&J GALLO ROSE GALIFORNIAN 75CL	4.99
Red Wine	326328630131	JP CHENET COLOMBARD-SAUVIGNON 75CL	4.99
Red Wine	501018601344	STOWELLS CABERNET MERLOT 75CL	4.99
Red Wine	501808950611	75CL CAMPANEO GARNACHA TEMPRANILL	3.99
Red Wine	931121811018	75CL LINDEMANS CAWARRA SHIRAZ CABEF	5.99
Red Wine	85000017852	75CL GALLO FV RED	4.99
Red Wine	350061005067	JP CHENET ROSE 75CL	4.99
Red Wine	501018601452	ECHO FALLS MERLOT 75CL	4.99
Sparkling Wine	501808950588	75CL RIO DEL ORO ROSE	3.99
Sparkling Wine	501808950610	75CL CAMPANEO ROSADA	3.99
Sparkling Wine	931104308179	75CL HARDYS BIN 545 ROSE	4.99
Sparkling Wine	501018601702	STOWELLS CHARDONNAY 75CL	4.99
Sparkling Wine	931121811066	LINDEMANS CAWARRA CHARDONNAY 75CI	4.99
Sparkling Wine	931104306686	HARDYS VR CHARDONNAY 75CL	4.99
Cream Liquor	501506311779	SOUTHERN MIST (BAILEYS)	4.99
Cream Liquor	501101392575	BAILEYS GIFT SET	7.50
White Wine	85000017869	E&J GALLO WHITE 75CL	4.99
White Wine	501808950565	75CL RIO DEL ORO WHITE(BLANCO)	3.99
White Wine	930072754923	75CL JACOBS CREEK SEMILLON CHARDONN	5.49
White Wine	501808950612	75CL CAMPANEO VIURA CHARDONNAY	3.99
White Wine	600980875025	7CL FIRST CAPE RELEASE PINOT GRIGIO	4.99
White Wine	501065831267	75CL SILVER BAY POINT WHITE 8%	3.49
White Wine	931208820190	75CL WOLF BLOSS YELLOW CHARDONNAY	6.99
White Wine	931104309331	75CL HARDYS BIN 141 COLOMBARD CHARE	4.99
White Wine	931121811016	75CL LINDEMANS CAWARRA SEMILLON CH	5.99
White Wine	931104308310	75CL BANROCK STATION COLOMBARD CHA	4.99
White Wine	600980875005	FIRST CAPE RELEASE CHENIN BLANC 75CL	4.99
White Wine	21296604352	PAUL MASSON WHITE 75CL	4.99
White Wine	501018601708	STOWELLS WHITE ZINFANDEL 75CL	4.99
White Wine	501018601342	STOWELLS SAUVIGNON BLANC 75CL	4.99
White Wine	800853003181	75CL SONNETTI PINOT GRIGIO ROSE	4.99
White Wine	501018601953	ECHO FALLS SAUVIGNON BLANC 75CL	4.99
White Wine	800991622005	SAN MARTINO PINK PINOT GRIGIO 75CL	3.99
White Wine	85000002872	E&J GALLO WHITE GRENACHE 75CL	4.99
White Wine	85000007839	E&J GALLO WHITE ZINFANDEL 75CL	4.99
White Wine	350061004942	JP CHENET CINSULT GRENACHE	4.99
White Wine	501018601455	ECHO FALLS WHITE ZINFANDEL 75CL	4.99
White Wine	501018601770	STOWELLS PINOT GRIGIO 75CL	4.99
White Wine	932504002162	75CL ROSEMOUNT SEMILLON CHARDONN	6.99

Policy in relation to the Prevention of Under Age Sales

All Family Bargains staff are to follow the Under Age Sale Prevention Policy below. It is very important you understand that where a store is licensed it is up to you to prevent under age sales occurring as you will be working on the tills and dealing with potential under age customers.

At your store you will have a Designated Premises Supervisor (DPS) who will usually be your Manager or Assistant Manager. This person must be known to you as you may be asked by a Police Officer or Council Licensing Officer on an inspection if you know who this person is. This person is in day to day control of the premises and is ultimately responsible for all sales of alcohol

- The law states that you must not sell alcohol to anyone who is or appears to be under 18.
- The law also states that you must not sell alcohol to anyone you suspect is supplying alcohol to someone under 18 years of age.
- The law states that you must not sell alcohol to anyone who is or appears to be drunk.

As an added control to prevent under age purchases the company operates the **Challenge 25** system which means:

You must challenge (or ask) all customers you believe to be 25 years of age or under for photographic ID to prove that they are over 18 years of age.

Therefore if a customer provides you with the correct form of ID to prove that they are over 18 (but perhaps under 25) you may still continue with the sale.

Example:

Customer is attempting to purchase alcohol

- (1) Does the customer appear to be drunk or is drunk?
- (2) Does the customer appear to be under 25?

(1) If the customer is or appears to be drunk politely refuse sale and/or call Manager or Supervisor for support

(2) If the customer appears to be under 25 politely ask for proof of age documentation (See below)

Acceptable forms of ID are:

- Photocard driving licence (not the paper version)
- Passport
- PASS approved photocard

PASS approved cards contain the date of birth of the holder and also a hologram (see training card for example) PASS approved cards include: Citizen Card, Validate UK, Young Scot and Prove It.

Policy in relation to the Prevention of Under Age Sales

Checking the proof of age ID:

- Check the date of birth (should be prior to 1992)
- Check the picture on the card is the same as the person standing before you
- Check that the ID has not been tampered with ie, peeling photograph, Tippex, cellotape etc
- Check the hologram is present if a PASS approved card

If the customer does not have acceptable proof of age politely refuse the sale. For example,

"I am sorry sir/madam, but I can't serve you today unless you come back with some ID."
Then you can repeat the acceptable forms of ID.

Another possibility is, if your shop advertises a proof age system and displays the application forms for, say, the Citizen card, you could suggest that your customer applies for such a card

If the customer becomes difficult call your Manager or Supervisor to assist you. **DO NOT** get into arguments with customers regarding proof of age.

Once the customer has left the checkout and if the sale was refused always record the refusal in your "NO ID, NO SALE" Yellow Refusals Book. There will be one of these refusals books at each till and your Manager will sign off each page [weekly/monthly].

Test Purchasing

- As indicated above, it is an offence for anyone under the age of 18 to buy or attempt to buy alcohol. There is one exception to this rule – so-called '**test purchasing**'.
- Police Officers and some Weights and Measures Inspectors (Trading Standards Officers) are permitted to send children under the age of 18 into licensed premises to attempt to buy alcohol. This is known as a "test purchase". In recent years, such operations have become much more common and are now carried out in all licensed premises on a frequent basis to ensure that retailers are following licensing laws
- The Licensing Act makes clear that the actions of the children and the Police/Trading Standards Officers involved in test purchasing are not considered to be an offence.
- Test purchases may also take place in respect of other age-restricted products such as cigarettes or fireworks.

Policy in relation to the Prevention of Under Age Sales

Fixed Penalty Notices

- **What is a fixed penalty notice?**

Fixed penalty notices were created as an alternative to prosecution for a variety of so-called 'minor' offences. They provide the police with a much quicker way to deal with such offences than was previously available.

If a person is issued with a fixed penalty notice, they have the opportunity to pay the notice within 28 days and avoid being taken to Court. If the person chooses not to pay the notice, it is very likely that they will then be issued with a summons to go to Court.

- **When might a fixed penalty notice be issued?**

Police may issue a fixed penalty notice to a member of staff if they determine that the member of staff has sold alcohol to a person under the age of 18 (ie, following a "failed" test purchase).

Police may issue a fixed penalty notice to a member of staff if they determine that the member of staff has sold alcohol to somebody who the police think was drunk at the time of the sale.

- **Do I have to accept a fixed penalty notice?**

If you think that the person you sold to was over the age of 18 or did not appear drunk, you could choose to refuse to pay the fixed penalty notice. In these circumstances, it is very likely that the police would prosecute you which would result in you going to Court. You may want to take legal advice before deciding whether or not to accept a fixed penalty notice.

You must always tell your store manager if you are issued with a fixed penalty notice whilst working in the store. If you are in any doubt always speak to your store manager and/or supervisor. If you are challenged by a police officer whilst working in the store, you should also inform your manager and/or supervisor immediately.

- **How much is a fixed penalty notice?**

The fixed penalty fine for selling alcohol to a person under the age of 18 is currently £80.

The fixed penalty fine for selling alcohol to a person who is drunk is currently £80.

The fixed penalty fine for a child between the ages of 16 and 18 caught attempting to purchase alcohol is currently £50.

The fixed penalty fine for a child under 16 caught attempting to purchase alcohol is currently £30

You should remember that these amounts apply only to the fixed penalty notice. If a person does not pay the fixed penalty notice and is taken to Court, the fine is likely to be higher.

Store Managers Preparation before Training

Please find attached all the paperwork and documents that you will need to carry out either refresher training to existing members of staff or training a new member of staff. The training will consist of the staff watching a video, at the end of the video you will hand out the questionnaire which needs to be completed by all members of staff.

Once they have finished the questionnaire you will need to mark it using the answers provided. If the member of staff got more than 5 questions wrong then they need to be trained further until they understand all there is to know about underage. Once the training records sheet has been signed you will need to give each member of staff the document provided (underage information sheet for all members of staff) outlining all there've learnt throughout your training provided by yourself. Please follow the below procedures for either refresher training or training a new member of staff.

Induction training for a new member of staff:

1. Make sure you have the following things ready before the training is carried out:
 - A. Some underage products to show the new member of staff e.g. knife, lighter refills,
 - B. The underage information sheet for all staff
 - C. The underage video is set up and ready to play
 - D. You have the questionnaire ready to give to the member of staff after they have watched the video. (You will also need the answers that have been sent to you)
 - E. An example of the refusal sheet to show the new member of staff.
 - F. Training record sheet needs to be ready for the new member of staff to sign.
2. The Video then should be played to the new member of staff
3. Please be aware that when watching the video you will need to stop it when it explains about Spray paints on the video it says 16 but our company policy is we only sell spray paints to persons 18 and over.
4. The underage items shown so they are aware of these products and also how to fill in the refusals sheet.
5. Ask if they have any questions?
6. Ask them to complete the Questionnaire (each member of staff needs their own questionnaire if you have more than one new person starting to work for 99p stores)
7. Once completed go through the answers with them to see how many are correct, if any are wrong please point out and tell them the correct answer.
8. Once you feel the member of staff understands about all aspects of age restricted items, test purchases, refusal sheets.
9. The training
10. Please give them the underage information sheet to take away with them to read at a later date.

Age Restricted Questionnaire

- 1. Which is the best form of Identification?**
 - a) Passport
 - b) Paper driving licence
 - c) Birth Certificate

- 2. Give an example of a document that is NOT sufficient to establish a buyer's age?**
 - a) PASS approved prove of age card
 - b) Utility bill
 - c) Passport

- 3. If a customer cannot prove their age what should you do regarding the age restricted product?**
 - a) Refuse the sale and enter the refusal in the refusals book
 - b) Sell the product
 - c) Ask the customer's friend to vouch for them

- 4. What is the legal age to purchase alcohol?**
 - a) 16
 - b) 18
 - c) 21

- 5. A child enters the premises with a letter from her mother asking to buy an age restricted product. What action should you take?**
 - a) Write on the letter that you have made the sale this once but next time the mother should come along herself.
 - b) Refuse the sale
 - c) Make the sale but keep the letter in the till

- 6. What is the minimum legal age to buy lighter refills?**
 - a) 14
 - b) 16
 - c) 18

Age Restricted Questionnaire

- 7. It is illegal to sell substances to people if you believe the substances or its fumes will be inhaled. What age restriction applies?**
- a) 16
 - b) 18
 - c) 21
- 8. What is the legal age to buy a knife?**
- a) 14
 - b) 16
 - c) 18
- 9. What is the age restriction as per company policy applicable to spray paint?**
- a) 18
 - b) 15
 - c) 16
- 10. What is the legal age to buy party poppers?**
- a) 5
 - b) 12
 - c) 18
- 11. How old do you need to be to sold non-cartridge razor blades?**
- a) 12
 - b) 16
 - c) 18
- 12. What should you do if you receive a fixed penalty fine?**
- a) hide the document in your locker
 - b) tell your Manager as soon as possible
 - c) refuse to accept the document

Age Restricted Questionnaire

- 13. A young person has explained that he or she wants adhesive (glue) to build a model. You have no reason to believe the person will not use the product for its intended use. What age person can buy this product?**
- a) 18
 - b) 21
 - c) 12
- 14. What is an under-age till prompt?**
- a) a sale cannot be completed until the age of the customer is confirmed
 - b) a sale cannot be completed until a credit card has been shown
 - c) a sale cannot be completed until a voucher number is given
- 15. What is a refusals book?**
- a) a list of all receipts
 - b) a list of all refused sales (where a customer is unable to provide proof of ID)
 - c) a list of overtime for staff
- 16. What is the correct procedure if a customer would like to purchase a knife?**
- a) Ring up the item and hope for the best
 - b) Ask the customer how old they are and accept what they tell you
 - c) If the customer appears to be under 25 ask for appropriate ID
- 17. A young person asks an adult to buy alcohol for them. What should you do?**
- a) Serve the adult customer with the alcohol for the youngster
 - b) Refuse the adult and advise that he/she would be committing an offence
 - c) Give the young person a good telling off
- 18. How old do you have to be to buy liqueur chocolates?**
- a) 14
 - b) 16
 - c) 18

Age Restricted Questionnaire

- 19. What is the maximum fine for selling alcohol to someone under the age of 18?**
- a) £100
 - b) £500
 - c) £5000
- 20. What should you check on a PASS approved prove of age card?**
- a) That the hologram is present
 - b) That the card is pink
 - c) That the card is made of plastic

Age Restricted Questionnaire

Answers:

1. a)
2. b)
3. a)
4. b)
5. b)
6. c)
7. b)
8. c)
9. a)
10. c)
11. c)
12. b)
13. a)
14. a)
15. b)
16. c)
17. b)
18. c)
19. c)
20. a)

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