

**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I/We GATES ENGINEERING CO LTD

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description			
CONVENIENCE STORE GATES OF BROCKENHURST GATES SERVICES SWAY ROAD			
Post town	BROCKENHURST	Post code	SO42 7SH
Telephone number at premises (if any)		(
Non-domestic rateable value of premises		£28000	

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as
Please tick yes

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over					<input type="checkbox"/> Please tick yes
Current postal address if different from premises address					
Post Town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over					<input type="checkbox"/> Please tick yes

Current postal address if different from premises address			
Post Town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name	GATES ENGINEERING COMPANY LIMITED
Address	SWAY ROAD GARAGE SWAY ROAD BROCKENHURST SO42 7SH
Registered number (where applicable)	514667
Description of applicant (for example, partnership, company, unincorporated association etc.)	COMPANY
Telephone number (if any)	01590 623 344
E-mail address (optional)	

Part 3 Operating Schedule

When do you want the premises licence to start?

Day		Month		Year	
2	3	0	6	2	0
1	0				

If you wish the licence to be valid only for a limited period, when do you want it to end?

Day		Month		Year	

Please give a general description of the premises (please read guidance note1)

660 SQ FT CONVENIENCE STORE SITED ON A FORECOURT AND TRADING UNDER THE MACE RETAIL FORMAT WITH A RANGE OF FRESH FOODS, GROCERIES, DAIRY PRODUCTS, CONFECTIONERY, SOFT DRINKS AND TOBACCO PRODUCTS ON OFFER WITH PARKING AVAILABLE FOR CUSTOMERS ON THE FORECOURT

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick yes

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of entertainment facilities:

- i) making music (if ticking yes, fill in box I)
- j) dancing (if ticking yes, fill in box J)
- k) entertainment of a similar description to that falling within (i) or (j) (if ticking yes, fill in box K)

Provision of late night refreshment (if ticking yes, fill in box L)

Supply of alcohol (if ticking yes, fill in box M)

In all cases complete boxes N, O and P

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue					
			<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Wed					
Thur					
			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 6)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Tue			
Wed			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 6)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 3)	Both	<input type="checkbox"/>
Tue			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Wed			<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Thur					
Fri					
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 6)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 4)		
Tue					
			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Wed					
Thur					
Fri					
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment you will be providing</u>		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 3)		
Wed					
Thur			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sun					

Provision of facilities for making music Standard days and timings (please read guidance note 6)			<u>Please give a description of the facilities for making music you will be providing</u>	
			<u>Will the facilities for making music be indoors or outdoors or both – please tick</u> (please read guidance note 2)	
Day	Start	Finish	Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 3)	
Tue				
Wed			<u>State any seasonal variations for the provision of facilities for making music</u> (please read guidance note 4)	
Thur				
Fri			<u>Non standard timings. Where you intend to use the premises for provision of facilities for making music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)	
Sat				
Sun				

J

Provision of facilities for dancing Standard days and timings (please read guidance note 6)			<u>Will the facilities for dancing be indoors or outdoors or both – please tick</u> (see guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
			<u>Please give a description of the facilities for dancing you will be providing</u>		
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for providing dancing facilities</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for the provision of facilities for dancing entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

K

Provision of facilities for entertainment of a similar description to that falling within i or j Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment facility you will be providing</u>		
Day	Start	Finish	<u>Will the entertainment facility be indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 3)		
Wed					
Thur			<u>State any seasonal variations for the provision of facilities for entertainment of a similar description to that falling within i or j</u> (please read guidance note 4)		
Fri					
Sat			<u>Non standard timings. Where you intend to use the premises for the provision of facilities for entertainment of a similar description to that falling within i or j at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sun					

L

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue					
Wed			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat					
Sun					

M

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4)		
Mon	07.00	22.00			
Tue	07.00	22.00			
Wed	07.00	22.00			
Thur	07.00	22.00			
Fri	07.00	22.00			
Sat	07.00	22.00			
Sun	07.00	22.00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)		

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name		PAUL ALLEN OSBORN
Address		7 DRAKES COURT QUAYSIDE WALK MARCHWOOD SOUTHAMPTON
Postcode	SO40 4AA	
Personal Licence number (if known) GOING THROUGH APPLICATION PROCESS		
Issuing licensing authority (if known)		

N

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8)

O

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	00.00	24.00	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)
Tue	00.00	24.00	
Wed	00.00	24.00	
Thur	00.00	24.00	
Fri	00.00	24.00	
Sat	00.00	24.00	
Sun	00.00	24.00	

P Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

ALARM SYSTEM WITH PANIC BUTTONS, CCTV SYSTEM WITH RECORDING FACILITIES, TRAINED STAFF WITH RECORDED ONGOING ALCOHOL TRAINING REGIME, CHALLENGE 21 AND PROOF OF AGE INITIATIVE EMBRACED, INSTORE CHALLENGE SIGNAGE, SPIRITS DISPLAY LOCATED BEHIND COUNTER, REFUSALS SYSTEM WITH REFUSALS BOOK

b) The prevention of crime and disorder

ALARM SYSTEM, CCTV SYSTEM WITH RECORDING FACILITY, TRAINED STAFF, CHALLENGE 21, REFUSALS SYSTEM

c) Public safety

STAFF TRAINED IN FIRE SAFETY PROCEDURES AND THE USE OF FIRE SAFETY EQUIPMENT, FIRE FIGHTING EQUIPMENT

d) The prevention of public nuisance

STAFF TRAINED TO DEAL WITH SITUATIONS, WASTE BINS PROVIDED ON THE FORECOURT

e) The protection of children from harm

FULL ALCOHOL TRAINING REGIME IN USE, ONGOING RECORDED ALCOHOL TRAINING AND REFRESHER TRAINING, CHALLENGE 21 TRADING INITIATIVE EMBRACED, CHALLENGE SIGNAGE, REFUSALS SYSTEM AND REFUSALS BOOK

Please tick yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that I must now advertise my application
- I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	24 th MAY 2010
Capacity	LICENSING SOLUTIONS - DULY AUTHORISED AGENTS

For joint applications signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent. (please read guidance note 12). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)

LICENSING SOLUTIONS
235 BOTLEY ROAD
BURRIDGE

Post town	SOUTHAMPTON	Post code	SO31 1BJ
Telephone number (if any)	-----		
If you would prefer us to correspond with you by e-mail your e-mail address (optional) applications@licensingsolutions.org.uk			

Consent of individual to being specified as premises supervisor

I Paul Allen Osborn
[full name of prospective premises supervisor]

of 7 Drake Court, Riverside Way,
Marlborough, Wiltshire,
SN10 4AA
[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for NEW APPLICATION
[type of application]

by GATES ENGINEERING CO LTD
[name of applicant]

relating to a premises licence NEW APPLICATION
[number of existing licence, if any]

for CONVENIENCE STORE
GATES OF BROOKHURST
SWAT ROAD, MARLBOROUGH
[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by GATES ENGINEERING CO LTD
[name of applicant]

concerning the supply of alcohol at CONVENIENCE STORE
GATES OF BROOKHURST
SWAT ROAD, MARLBOROUGH
[name and address of premises to which application relates].

I also confirm that I am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number 12 APPLICATION PROCESS
[insert personal licence number, if any]

Personal licence issuing authority
[insert name and address and telephone number of personal licence issuing authority, if any]

..... signed date of birth

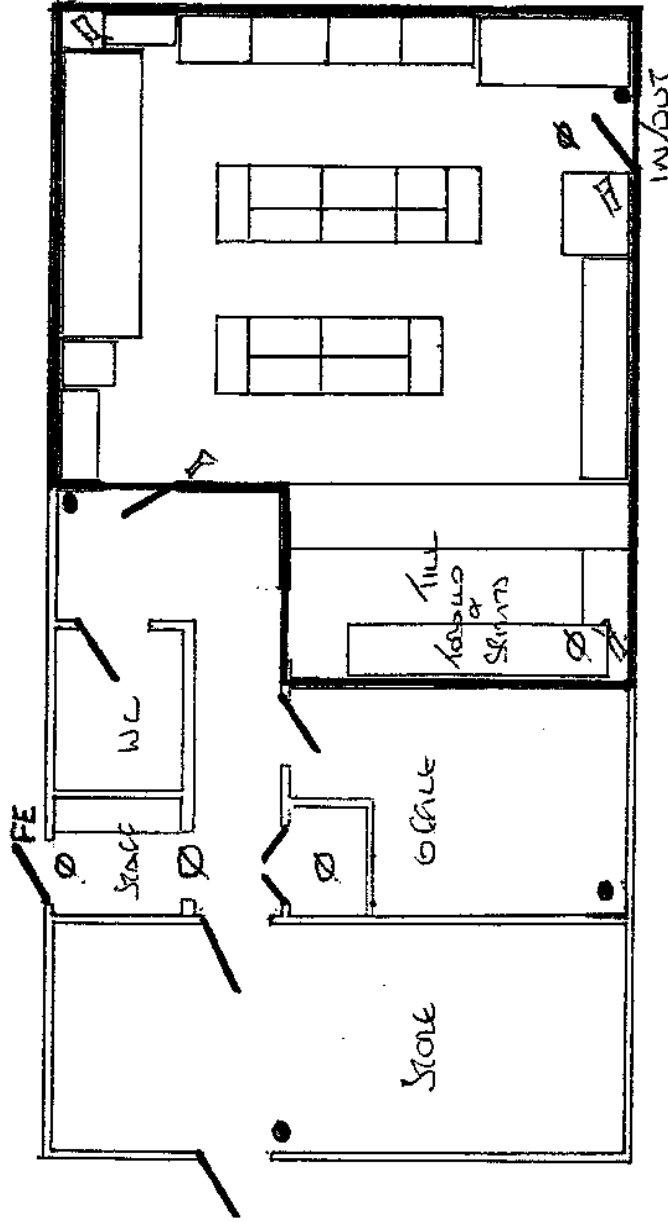
Paul Allen Osborn.....full name (please print)





23.03.2010.....dated place of birth

GATES OF BROCKENHURST - MACE CONVENIENCE STORE, SWAY ROAD

Shop Layout Scale 1:100 APRIL '10

LICENSING SOLUTIONS CJM 032/10



- Key:
- Cctv Camera 
 - Extinguisher 
 - Cctv Monitor 
 - E / Light 

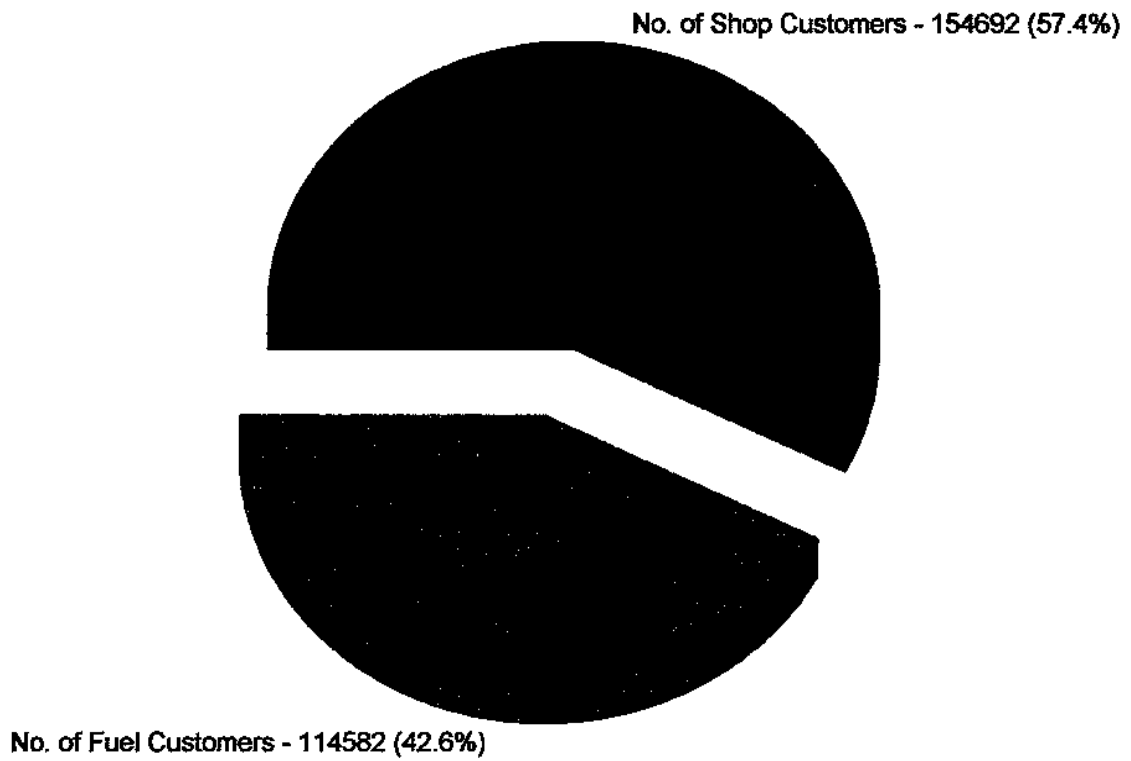
ALCOHOL DISPLAY THROUGHOUT THE STORE WITHIN RED BORDER — BUT SPIRITS ONLY LOCATED BEHIND THE COUNTER

Analysis of Projected Customer Flow
Client Name: Convenience Store, Gates of Brockenhurst

	Shop Sales - £	Average Shop Purchase - £	Number of Shop Customers	Number of Fuel Customers	Average Fuel Purchase - Litres	Fuel Sales - Litres
Month 1	28145	2.27	12426	8979	23.51	211089
Month 2	28637	2.29	12516	9076	23.31	211569
Month 3	29129	2.31	12605	9176	23.11	212049
Month 4	29621	2.33	12691	9277	22.91	212528
Month 5	30113	2.36	12776	9379	22.71	213008
Month 6	30605	2.38	12859	9484	22.51	213488
Month 7	31097	2.40	12941	9591	22.31	213968
Month 8	31589	2.43	13021	9699	22.11	214448
Month 9	32081	2.45	13100	9810	21.91	214927
Month 10	32573	2.47	13177	9922	21.71	215407
Month 11	33065	2.50	13253	10037	21.51	215887
Month 12	33557	2.52	13327	10153	21.31	216367
Totals	370215	2.39	154692	114582	22.41	2564735

Analysis of Projected Customer Flow - Shop v Forecourt

Convenience Store - Gates of Brockenhurst



* Objection

S. h Wilson

From: Brockenhurst PC [mailto:brockenhurst@brackenhurst.gov.uk]
Sent: 22 June 2010 21:15
To: Licensing e-mail address
Subject: Mace, Gates Service Station LICPR/10/03340

Importance: High

Brockenhurst PC Planning Committee objects to the granting of this premises license as it considers the sale of alcohol from a petrol station to be inappropriate due to the potential to compromise public safety by encouraging drink/driving, prevention of crime and disorder by making alcohol more readily available, and potential for public nuisance due to intoxication in the street.

Our email has been unreliable of late so a printed copy of this email showing the date of 22nd June at 21.15pm will be put in the post in case of non-arrival by electronic means.

Thanks
Brockenhurst Parish Council.

S. h Wilson

From: 6 OCU Licensing Mailbox [w]

Sent: 21 June 2010 17:36

To: Licensing e-mail address

Subject: FW: Gates of Brockenhurst

Good afternoon,

Hampshire Police have no objections to the grant of the above licence subject to the following conditions forming part of that licence. These have been discussed and agreed with the applicants agent Chris Mitchener who has been sent a copy.

- CCTV will be installed and maintained at the premises to the satisfaction of the Licensing Authority and Police. As a minimum it will enable surveillance of both internal and external areas of the licensed premises including all entrances and exits. Recordings from the system will be to a standard acceptable as evidence in a court of law and will be securely retained for a minimum of 30 days. The CCTV system will be capable of producing immediate copies of recordings on site and will be surrendered in a playable format to Hampshire Constabulary as soon as reasonably practicable but in any case within 24hrs. The system will be maintained and fully operational, as a minimum, throughout the hours that the premises are operating.
- All staff will be trained to ensure they are conversant with the licensing objectives, premises licence conditions and operating schedule. Individual written training records will be kept for all members of staff.

And the following which has already been agreed with Trading Standards;

- A written log shall be kept of all refusals to sell alcohol. The holder of the premises licence shall ensure that the refusals log is properly maintained "and that the log is checked and signed by store management once a month" The holder of the premises licence shall ensure that all staff are trained to challenge every individual attempting to purchase alcohol who appears to be under 21 years of age and to refuse service where those individuals cannot produce acceptable means of identification. Such training shall be provided not less than every six months, and written records shall be kept of all training and refresher training and the training will require that every individual who appears to be under 21 years of age seeking to purchase or be supplied with alcohol at or from the premises shall produce means of identification acceptable to the licensing authority - passport, photo driving licence or PASS accredited photo ID - proving that individual to be 18 years of age or older. If the person seeking alcohol is unable to produce acceptable means of identification, no sale or supply of alcohol will be made to or for that person.

In addition to the projected figures in the application I have been provided with the following additional data in respect of the issue of whether this is an

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e) dded premises under the Act ".....The figures are currently 8294 fuel transactions which include fuel only and shop and fuel and 14982 shop transactions which include shop only and shop and fuel for one months trade in February."

Kind regards

Tim Adams

Sgt. Tim Adams
6 OCU Licensing Team
Hampshire Police

✉ western.licensing@hampshire.pnn.police.uk

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Agreed Conditions
T. S.

Sarah Wilson

From: Paul Weston
Sent: 07 June 2010 14:36
To: Sarah Wilson
Subject: FW: Gates of Brockenhurst (Mace) Licensing Application
 Hard copy in file!

Paul Weston
 Licensing Officer
 Licensing Services
 Tel: 023 8028 5505 / HSPN: 8 777 5449
paul.weston@nfdc.gov.uk / www.newforest.gov.uk

From: Diane Sim **On Behalf Of** Licensing e-mail address
Sent: 07 June 2010 14:05
To: Paul Weston
Subject: FW: Gates of Brockenhurst (Mace) Licensing Application

Paul, this was in the licensing email box.

Diane Sim
 Licensing Services
 New Forest District Council

Tel: 023 8028 5216 | HPSN: 8 777 5216
 Fax: 023 8028 5596
diane.sim@nfdc.gov.uk | www.newforest.gov.uk

From: Lawford, Stephen [mailto:stephen.lawford@nfdc.gov.uk]
Sent: 07 June 2010 13:55
To: Licensing e-mail address
Cc: 6 OCU Licensing Mailbox
Subject: FW: Gates of Brockenhurst (Mace) Licensing Application

Dear Sirs

Please accept these emails as agreed conditions.

Kind regards

Steve Lawford

From: Lawford, Stephen
Sent: 07 June 2010 13:53
To: '
Subject: RE: Gates of Brockenhurst Licensing Application

Dear Chris

Yes, this wording is agreed by Trading Standards as an acceptable amendment of page 19 of the operating schedule.

Many thanks

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14/06/2010

From: Licensing Solutions [redacted]
Sent: 07 June 2010 10:53
To: Lawford, S [redacted]
Subject: RE: Gates of Brockenhurst Licensing Application

Hi Steve,

I am still not clear whether you are seeking to change the Page 19 which we are happy with or apply conditions which we are less happy with.

Also the word 'ensure' is not something that should be put in to a condition as it is not physically achievable but I am sure we can adjust that to suit us all.

The refusals book is not an issue with your adjustment, nor is the training, regards

Chris

Licensing Solutions - Chris Mitchener FBIItp
225 Botley Road, Burringdales, Southampton SO31 1BJ
 01703 744455

a division of the Retail Services & Design Group

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Subject: RE: Gates of Brockenhurst Licensing Application
Date: Mon, 7 Jun 2010 10:27:46 +0100
From: s [redacted]
To: lic [redacted]
CC: licensi [redacted]

Dear Sirs

As you are aware, most of what's on the operating schedule will be made in to conditions by the licensing authority.

If you are still not happy with the concessions we have made, please let me know, so that I can forward a representation to the licensing authority.

Yours faithfully

Steve Lawford

From: Licensing Solutions [redacted]
Sent: 04 June 2010 15:36
To: Lawford, Stephen
Subject: RE: Gates of Brockenhurst Licensing Application

Hi Steve,

I was not expecting conditions to be added at all - rather that we adjust any wording on the operating schedule to meet your requirements !

Regards

Chris

14/06/2010

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Licensing Solutions - Chris Mitchener FBIItp
235 Botley Road, Burridge, Southampton SO31 1BJ

licensing@live.co.uk

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Subject: RE: Gates of Brockenhurst Licensing Application

Date: Fri, 4 Jun 2010 15:06:04 +0100

From: ct

To: licensingsolutions@live.co.uk

CC: licensingsolutions@live.co.uk

Dear Sirs

Thank you for your email of 3 June 2010.

You will be aware of the Secretary of State's guidance issued under the Licensing Act 2003. The guidance states that conditions should be unambiguous.

We believe that conditions should also be specific and measurable.

To quote from your operating schedule, "full alcohol training regime in use, ongoing recorded alcohol training and refresher training, challenge 21 trading initiative embraced, challenge signage, refusals system and refusals book"

I believe these steps to be ambiguous, whilst the conditions we have suggested are clear, specific and measurable.

In over seven years of carrying out alcohol test purchase exercises, Hampshire County Council Trading Standards have never asked for a Retailer to be prosecuted for a breach of condition, despite hundreds of test purchase failures in that time (we are not authorised to prosecute this offence)

It appears that you are not aware that this store failed a test purchase on 16 February 2009. A cashier sold 2 cans of butane cigarette lighter gas refill to a 16 year old girl. This offence carries a maximum penalty of a fine of £5,000 and/or six months imprisonment. Both the company and the seller were issued with letters of warning.

I am quite prepared to negotiate with you on these conditions. May I suggest the last line of the refusals book condition is amended to read : "the log is checked and signed by store management once a month"

I look forward to hearing from you.

Yours faithfully

Steve Lawford
Trading Standards Officer

From: Licensing Solutions [mailto:licensing@live.co.uk]

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14/06/2010

Sent: 03 June 2010 17:23
To: Lawford, Stephen
Subject: RE: Gates of Brockenhurst Licensing Application

Hi Steve,

this seems more than a little extreme as conditions on a licence punishable by a £20000 fine and or 6 months in prison if a challenge 21 poster falls off the wall or an entry is not made in a refusals book when there is nothing to suggest that there are or would be any issues at the site which has traded perfectly well with age related products for many years. Equally the holder of the premise licence cannot ensure that every individual who appears to be under 21 is challenged - that is Wednesbury unreasonable. They can put in place training that requires that this happens but a body corporate or an individual cannot 'ensure' nor can they be expected to do so.

The operating schedule wording is clear and concise and has provision for Challenge 21 which requires what you are asking for, as does proper use of the citizencard refusals book and has been used in many applications throughout Hampshire in the last 2 years and has not been queried before.

We are happy to work with Trading Standards and have a good relationship with officers throughout the country and I have worked with you before on other applications and am surprised therefore at the requirement that you have on what is an inoquous application fully covered by its operating schedule.

If we can adjust elements of the operating schedule which will meet better your requirements I will be happy to do so with you but we are not happy to accept the CONDITIONS as worded,
 regards
 Chris

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235 Botley Road, Burridge, Southampton SO31 1BJ

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Subject: Gates of Brockenhurst Licensing Application
Date: Thu, 3 Jun 2010 14:51:32 +0100
From: chris@licensingolutions.com
To: a

Dear Sirs

We feel that the application as worded does not quite address the licensing objective, The Protection of Children from Harm, Section P (e)

Therefore, we would prefer the wording of the following conditions which will satisfy our concerns.

A written log shall be kept of all refusals including refusals to sell alcohol. The holder of the premises licence shall ensure that the refusals log is properly maintained and that the log is checked and signed by store management once a month"

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14/06/2010

All staff shall be trained to challenge every individual who appears to be under 21 years of age and to refuse service where individuals cannot produce acceptable means of identification. Such training shall be provided not less than every six months, and written records shall be kept of all training and refresher training and will require that every individual who appears to be under 21 years of age seeking to purchase or be supplied with alcohol at or from the premises shall produce means of identification acceptable to the licensing authority - passport, photo driving licence or PASS accredited photo ID - proving that individual to be 18 years of age or older. If the person seeking alcohol is unable to produce acceptable means of identification, no sale or supply of alcohol will be made to or for that person.

'Challenge 21' posters shall be displayed in prominent positions at the premises.

I look forward to hearing from you.

Kind regards
Steve Lawford
Trading Standards Officer

Get a free e-mail account with Hotmail. [Sign-up now.](#)

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