

Premises Licence

Issued in accordance with The Licensing Act 2003

Name of Premises: The Blakenhall Service Station

Address of Premises: Blakenhall Service Station
327 Dudley Road
Wolverhampton
West Midlands
WV2 3JY

Premises Licence Number: 21/22218/PRE – New Premises Licence Application

Date of Last Update: 7th December 2021

1. Opening hours of the premises

Normal Hours: Monday to Sunday 06:00 to 23:00
Seasonal Variations: None
Non Standard Hours: None

2. Licensable Activities authorised by the licence and the times the licence authorises the carrying out of these activities:

Activity: Sale/Supply of Alcohol off the premises
Normal Hours: Monday to Sunday 11:00 - 23:00
Seasonal Variations: None
Non Standard Hours: None

3. Name of the Designated Premises Supervisor if the sale of alcohol is involved

Rakesh Kumar as of 7th December 2021
Personal Licence Number: H05498
Issued by – Hounslow Council

4. Is access to the premises by children restricted or prohibited

Provision only as prohibited or restricted under the Licensing Act 2003

5. Name, (registered) address of the holder of the premises licence

Rondel Trading Ltd
327 Dudley Road
Wolverhampton
West Midlands
WV2 3JY

Mandatory Licensing Conditions (Licensing Act 2003)

Mandatory conditions as required by the Act will apply to the licence.

It is the responsibility of the Premises Licence Holder and the Designated Premises Supervisor to ensure that they are conversant and compliant with all current mandatory conditions in relation to the Licensing Act 2003.

Conditions consistent with the Operating Schedule

General:

1. Licensing Policy: The Applicant has considered the Wolverhampton City Council Statement of Licensing Policy dated April 2020.
2. Legal advice: the applicant has sought legal advice in relation to this application for a New Premises Licence and relevant acts of legislation have been considered. These include, but are not limited to: The Licensing Act 2003 and Regulations (as amended), Anti-Social Behaviour Act 2003, Clean Neighbourhoods and Environment Act 2005, Violent Crime Reduction Act 2006, Police Reform and Social Responsibility Act 2011, The Legislative Reform (Entertainment Licensing) Order 2014, The Deregulation Act 2015, The Immigration Act 2016, The Policing and Crime Act 2017 and the Licensing Act 2003 (Miscellaneous Amendments) Regulations 2017.
3. Cumulative Impact Zone: - The applicant Rondel Trading Ltd runs a convenience store on the site of the petrol station at The Blakenhall Service Station, 327 Dudley Road, Blakenhall, WV2 3JY within the Dudley Road Cumulative Impact Zone. The applicant currently sells a range of standard goods including prepared and ready-to-eat foods, bottled beverages, household staples, tobacco products and periodicals. The sale of petrol via the convenience store tills is ancillary to the sale of goods, and is carried out to attract customers to the store. - The premises were previously licensed for off-licence sales of alcohol between 11:00 and 23:00 hours Monday to Sunday under Wolverhampton premises licence number 19/18489/PRE. The premises licence was limited to a period of 2 years from 23 September 2019 to 22 September 2021. The applicant is now applying for a new premises licence to replace the expired licence. - Due to the premises' location within the Dudley Road Cumulative Impact Zone, the applicant remains cognisant of the risks of adding to existing alcohol-related crime and disorder in the area. Approval of premises licence number 19/18489/ PRE was subject to the licensing hearing of 23 September 2019, and followed consultation with, and meeting the requirements of, the West Midlands Police and other responsible authorities. At the hearing, the Licensing Sub-Committee were satisfied that the applicant had rebutted the presumption of non-grant, applying to the Dudley Road Cumulative Impact Zone, both through its proposed operating schedule and the conditions set out in the Decision Notice dated 23 September 2019. The operating conditions requested in this new premises licence application are equivalent to those of the expired licence. It is hence respectfully proposed that the exceptional circumstances test has been met through consultation with, and meeting the requirements of, the responsible authorities. - Rondel Trading Ltd has a two-year history of problem-free alcohol sales at the premises and is fully willing to work with the responsible authorities to address any additional concerns that this new application may pose.
4. Designated Premises Supervisor (DPS) and Personal Licence Holders: - The DPS, Mr. Rakesh Kumar, acted as the DPS under the expired premises licence 19/18489/PRE. The DPS's main residential address is, as per their personal licence, [REDACTED]

[REDACTED] The DPS also maintains a second residence at [REDACTED]. The DPS will divide his time between London and the West Midlands - There will be a member of staff holding a personal licence on the premises at all times. The DPS will provide written instructions for personal licence holding staff on the management of the premises during any period in which he is absent.

5. **Mandatory Conditions:** The Applicant is aware of and shall comply with the mandatory conditions attached to the premises licence.
6. **Supervisor's Register:** A Supervisor's Register will be maintained at the licensed premises, showing the names, addresses and up-to-date contact details for the Designated Premises Supervisor and all personal licence holders. The register will state the name of the person who is in overall charge of the premises at each time that licensed activities are carried out. This information will be retained for a period of twelve months and produced for inspection on request to an authorised officer.
7. **Fire Safety:** A Fire and Emergency Planning Risk Assessment has been carried out.
8. **Display of Licence:** the premises licence will be permanently displayed on, or directly adjacent to, the main entrance of the premises.
9. **Premises Plan:** any detail shown on the plan that is not required by the licensing plans regulations is indicative and subject to change at any time.

Prevention of Crime & Disorder:

1. CCTV

- a) A Closed-Circuit Television (CCTV) camera system will be installed and maintained in working order as per the minimum requirements of a West Midlands Police Crime Prevention Officer. All entry and exit points and alcohol storage and sales areas will be covered.
- b) The locations of CCTV cameras are identified on the site plan of the premises. No changes to the locations of the cameras will be made without prior consultation with the West Midlands Police and the Licensing Authority.
- c) The CCTV will be in operation when the premises is open to the public. CCTV recordings shall be of a satisfactory quality enabling the identification of persons and activities, and other fine details such as vehicle registration number plates. CCTV recordings shall be retained for a minimum period of 31 days with date and time stamping.
- d) The CCTV system will be capable of securing relevant pictures for review at a later date, and/or export via removable media. Records will be made immediately available on request by the Police or an authorised council officer. Exported files shall be re-playable immediately without requirement for re-indexing of files or verification checks.
- e) The CCTV footage will be controlled and kept in a secure environment to prevent tampering or unauthorised viewing. A record will be kept of who has accessed the system, the reason why and when.

f) A designated member/members of staff at the premises will be authorised to access the CCTV footage and be conversant with operating the CCTV system. At the request of an authorised officer of the Licensing Authority or a Responsible Authority (under the Licensing Act 2003) any CCTV footage, as requested, will be downloaded immediately or secured to prevent any overwriting. The CCTV footage material will be supplied, on request, to an authorised officer of the Licensing Authority or a Responsible Authority.

g) The CCTV system will be adequately maintained. If the CCTV becomes inoperative, the Police and Local Authority will be informed as soon as practically possible and immediate steps will be taken to put the equipment back into action.

2. Proof of Age Policy: A proof of age policy to the satisfaction of the West Midlands Police and the Licensing Authority will be in place. This will follow the guidelines set out in the "Challenge 25" policy developed by the Retail of Alcohol Standards Group.
3. The premises shall undertake regular risk assessments (no less than once every 3 months) as to the need for the provision and employment of SIA regulated door staff on Friday, Saturday and Sunday evenings between the hours of 21:00-23:00 hours and will deploy them if the risk assessment deems this necessary.
4. Anti-social behaviour on the premises:
 - a) Staff will be trained in dealing with drunken or disruptive behaviour and the procedures for dealing with any such behaviour by patrons.
 - b) Antisocial behaviour of any kind, including strong, loud and offensive language, shall not be tolerated. Any customers suspected of, or engaging in, the same shall be asked to leave, will be escorted to the exit and observed leaving the vicinity of the premises.
 - c) Anyone attempting to enter the premises visibly under the influence of alcohol or drugs will be refused entry or shall be asked to leave, escorted to the exit and observed leaving the vicinity of the premises.
 - d) Staff shall implement a dispersal policy outside the premises within the Applicant's direct control to reduce risks of public nuisance and/or fire risk due to the presence of petrol.
5. All customers shall be served from the night pay window between the hours of 21:00 and 23:00. During these hours the public retail sales area of the shop will be closed to customers. Appropriately worded notices will be prominently displayed advising customers of night pay arrangements.
6. Spirits and other high-value alcohol stocks will be displayed behind the counter and any alcohol on display at the premises will not be obstructed from the view of the sales assistants.
7. A restriction on the strength of beer, cider or lager sold to a maximum ABV of 6.5%; and
8. A restriction on the sale of cans of beer, cider or lager otherwise than in a multipack (minimum of four cans).
9. The licence holder shall ensure the entrance to the store is visible from the till point area and will ensure that it is monitored by staff.

10. Incident Report Register: The Premises Licence Holder/Designated Premises Supervisor will ensure that an Incident Report Register is maintained on the premises to record incidents such as anti-social behaviour, under-age sales refusals and ejections from the premises. The Incident Report Register will contain consecutively numbered pages, the date time and location of the incident, details of the nature of the incident, the names and personal licence numbers (if any) of any other staff involved or to whom the incident was reported, the names and numbers of any police officers attending, the police incident and/or crime number, names and addresses of any witnesses and confirmation of whether there is CCTV footage of the incident.

11. Staff Training:

a) New staff shall receive induction training at the commencement of employment. Staff shall receive regular re-training a minimum of four times a year. Staff training records shall be maintained for inspection by the West Midlands Police and Local Authority Enforcement Officers.

b) Staff training will include underage alcohol sales training, procedures for dealing with disruptive behaviour and mandatory drug awareness training.

12. Alcohol Designated Public Places Orders: Notices indicating the existence and effect of an Alcohol Designated Public Places Order will be prominently displayed at the exits to the premises.

13. Adult Entertainment: No adult entertainment of any kind will be provided.

Public Safety:

1. Fire safety:

a) Smoke detectors and fire extinguishers shall be installed and inspected at appropriate intervals to ensure that they are in good working order.

b) Access routes to fire escapes will be kept unobstructed.

c) Exits will be easily identifiable and will be kept unobstructed and free of trip hazards with non-slippery, even surfaces.

d) Any/all emergency doors shall be maintained effectively, self closing and not held open other than by an approved device.

e) The licence holder shall ensure no-one is permitted to loiter around the premises due to the fire risk posed by petrol.

2. Electrical Installations:

a) Electrical installations, including any temporary electrical wiring and distributions, will be inspected on a periodic basis (at least every 3 years or at a frequency specified in writing) by a suitably qualified and competent person.

b) Inspection records/certificates will be kept and made available at the request of an authorised officer.

3. First Aid:

- a) Adequate and appropriate supply of first aid equipment and materials will be available on the premises.
- b) The first aider will be trained to deal with drug and alcohol related problems.

Prevention of Public Nuisance:

1. Notices will be prominently displayed at the exit to the premises and around the forecourt area requesting customers to respect the needs of local residents and businesses in the vicinity and to leave the area quietly.
2. The licensee will have a policy or procedure in place which deals with excessive or unreasonable noise nuisance emanating from customers visiting the premises, and how this would be managed if customers are not prepared to abide by the signage around the premises requesting customers to leave the site quietly.
3. The licence holder shall ensure the entrance to the store is visible from the till point area and ensure its monitored by staff.
4. Staff shall implement a dispersal policy outside the premises within the Applicant's direct control to reduce risks of public nuisance.
5. Adequate waste receptacles, for use by customers, will be provided in and immediately outside the premises.
6. The forecourt will be swept at least 2 times a day and as and when required, to ensure that all litter emanating from the premises is swept up and disposed of. Additionally and at the same time, the licensee will also undertake routine inspections of the forecourt and the immediate surrounding area and ensure that litter emanating from the premises is swept up and disposed of.

Protection of Children from harm:

1. All customers attempting to purchase alcohol who appear to be under the age of 25 shall be required to produce a valid form of identification in line with the guidelines set out in the "Challenge 25" policy developed by the Retail of Alcohol Standards Group. Acceptable forms of identification will be those bearing the customers photograph, date of birth and either a holographic mark, or an ultraviolet feature. Examples of accepted forms of identification include a proof of age card bearing the PASS hologram logo, full driving licence, passport or military identification card.
2. Suitable signage shall be displayed around the premises advising customers and staff of the 'Challenge 25' policy. This policy shall be brought to the attention of customers at all points of sale for alcohol, and where alcohol is displayed.
3. All staff shall receive training and regular refresher training regarding the Licensing Act 2003 and the 'Challenger 25' identification policy.
4. The date, time and circumstances under which any attempted purchase by a young customer has been refused will be recorded in the Incident Register. This will be made

available for inspection by any police officer, community support officer or authorised person upon demand.

5. A till prompt system will be installed, maintained and operational for all age restricted products.
6. Any alcohol on display at the premises will not be obstructed from the view of the sales assistants.
7. Youths will be encouraged to move from the entrance of the premises to prevent the potential of causing nuisance to the customers, either in requesting they purchase alcohol on their behalf or general intimidating behaviour.
8. In instances where a proxy sale is known or suspected, that sale will be refused. Such instances may include, but are not limited to:
 - An adult buying alcohol with an adolescent child where there is suspicion that the child has selected the alcohol.
 - Several adolescents buying alcohol together but with only one producing valid identification proving age. In such circumstances all of the group will be required to produce valid age identification, and the sale refused if this demand is not met.
 - Sales where it is suspected through staff observations that youths waiting outside the store have requested that an adult buy alcohol on their behalf.
 - Sales to individuals known to have a prior record of purchasing on behalf of minors.

Plans

As submitted with application dated 13.10.2021 and retained by Wolverhampton City Council.