Mission Statement

To Improve the Quality of Life
For Those Who Live and Work in The District

6 January 2010

Dear Councillor

You are hereby invited to a meeting of the Licensing Sub-Committee to be held in Committee Room 2, Civic Centre, Portholme Road, Selby on Thursday 14 January 2010 commencing at 10:00 am.

AGENDA

1. Election of Chair

To elect a councillor to act as Chair of the meeting.

2. Introductions

3. Disclosure of Interests

To receive any disclosures of interest in matters to be considered at the meeting in accordance with the provisions of Section 117 of the Local Government Act 1972, and Sections 50, 52 and 81 of the Local Government Act 2000 and the Members' Code of Conduct adopted by the Council.

4. Guidance of procedure for Hearing Licensing Applications

5. Minutes

To confirm as a correct record the minutes of the proceedings of the meeting of the Licensing Sub-Committee held on the 17 November 2009 (pages 4 to 7 attached).

6. Application for a Premises Licence for Mace, Millgate Service Station, 142 Millgate, Selby YO8 3LL

To determine the application received for a Premises Licence in respect of the above named premises (pages 8 to 38 attached).

M Connor Chief Executive 6 January 2010

Disclosure of Interest – Guidance Notes:

- (a) Councillors are reminded of the need to consider whether they have any personal or prejudicial interests to declare on any item on this agenda, and, if so, of the need to explain the reason(s) why they have any personal or prejudicial interests when making a declaration.
- (b) The Democratic Services Officer or relevant Committee Administrator will be pleased to advise you on interest issues. Ideally their views should be sought as soon as possible and preferably prior to the day of the meeting, so that time is available to explore adequately any issues that might arise.

[Please note that the papers relating to the applications have been circulated to councillors of the Licensing Sub-Committee only, who should return the agenda to Democratic Services at the conclusion of the meeting to enable the papers to be destroyed confidentially].

Enquiries relating to this agenda, please contact Jade Hibberd on:

Tel: 01757 292078 Fax: 01757 292020

Email: jhibberd@selby.gov.uk

Guidance on procedure for hearing licensing applications

The Chair introduces him/herself, the other members of the panel, the Clerk to the panel and any officers present

The Chair will ask the parties to introduce themselves, and provide details of any witnesses they will be calling. If more than one interested party, the Chair will ask whether a representative can be appointed to speak on their behalf.

The Clerk summarises the hearings procedure, any time limits for speakers and any additional information to be produced by the parties.

The Licensing Officer gives a summary of his report and any representations received.

The Chair asks for questions for the licensing officer from members, and then the Applicant, responsible authorities, interested parties and officers.

The Applicant or their representative makes a brief opening statement and may call witnesses relevant to the application.

The Chair asks for questions for the applicant from members, and then responsible authorities, interested parties and officers.

Responsible Authorities or their representative makes a brief opening statement and may call witnesses relevant to the application.

The Chair asks for questions for the responsible authorities from members, and then the applicant, interested parties and officers.

The Interested Parties or their representative makes a brief opening statement and may call witnesses relevant to the application.

The Chair asks for questions for the interested parties from members, and then the Applicant, responsible authorities and officers.

The Chair asks the responsible authorities or their representative if they wish to sum up their case, without adding any new evidence.

The Chair asks the interested parties or their representative if they wish to sum up their case, without adding any new evidence.

The Chair asks the applicant or their representative if they wish to sum up their case, without adding any new evidence.

The Chair confirms with all parties that they have had an opportunity to say all they wanted to say in relation to the application.

The Clerk advises the meeting that the panel will retire to deliberate and reach a decision.

Meeting reconvenes

The Chair announces the decision of the committee

Meeting Closes

A record of the meeting of the Licensing Sub-Committee in the Council Chamber, Selby District Council, Civic Centre, Portholme Road, Selby on Tuesday 17 November 2009 at 10:00 am

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PRESENT:

Councillor Kay McSherry Councillor Joyce Dyson Councillor Susan Ryder

OFFICERS:

Caroline Fleming - Solicitor

Tim Grogan - Licensing Enforcement Officer Jade Hibberd - Committee Administrator

ON BEHALF OF THE APPLICANT:

Suneal Kumari Smith

REPRESENTORS:

Responsible Authority

Dean Richardson - Principal Environmental Health Officer - Commercial

Interested Parties

Mr Hicks Mr Cooney

1. <u>ELECTION OF CHAIRMAN</u>

It was resolved:

That Councillor Mc Sherry be elected as Chairman for the duration of this Licensing Sub-Committee.

2. INTRODUCTIONS

The Chairman introduced herself and the other Members of the Licensing Sub-Committee.

For the benefit of all present, the Solicitor summarised the Hearings Procedure, as appended to the agenda, and said that each category of participant was entitled to 5 minutes in which to explain their case.

3. <u>DECLARATIONS OF INTEREST</u>

There were none.

4. <u>APPLICATION FOR A PREMISES LICENCE FOR SELBY</u> SUPERBOWL

In attendance and entitled to speak on this application were:

Suneal Kumari Smith the applicant, Mr D Richardson (Environmental Health Services), Mr Hinks and Mr Cooney as objectors.

Tim Grogan (Licensing Officer) gave a summary of his report. He advised that the application was for a Premises Licence as set out in the summary of the report.

The terms of the application are for the licence to authorise:

The provision of: indoor sporting events, regulated entertainment in the form of live music, recorded music and performance of dance; entertainment facilities in the form of making music and dancing; late night refreshment and sale by retail of alcohol from 10:00 – 02:00 Monday to Sunday (inclusive).

The Licensing Officer outlined the decision options for the committee and the options for appeals.

The applicant advised the committee that her intension was to continue to run the establishment in a similar vein to how it had been done previously. She explained that it would be a family entertainment centre rather than having any plans to become a permanent nightclub. The request for a 2am license was not intended for a regular constant use, but to allow the freedom of using it for occasional private functions without having to apply and pay for a temporary license each time.

Mr Richardson, the Principal Environmental Health Officer – Commercial advised the committee that the premises licence would not be objected to provided the following conditions are imposed on the licence:

- Noise from amplified and non-amplified music, singing and speech arising from regulated entertainment at the premises shall not be audible inside habitable rooms of noise sensitive properties in the vicinity.
- 2. No external doors and windows to the room/s where regulated entertainment is being provided shall be open during the course of the entertainment, other than for normal access and egress.
- 3. Amplified and non-amplified music, singing and speech associated with the regulated entertainment shall only be carried out inside the premises accept with the prior written approval of the Licensing Authority.
- 4. Speakers used to relay amplified music, singing and speech provided as part of the regulated entertainment shall not be positioned outside the premises, where placed internally ensure that they are directed away from external doors and windows.

- 5. The disposal of waste bottles into external receptacles shall not take place between the hours of 23:00 and 07:00.
- 6. All external lighting shall be directed so as not to cause intrusive illumination or glare to neighbouring residents, business or roadusers.

Plus an addition two conditions not previously circulated:

- 7. Prominent, clear notices shall be displayed requesting people using the premises to respect the needs of local residents and leave the premises and area quietly.
- 8. The area around the premises shall be routinely cleared of litter and waste when the premises have been open to the public.

Mr Hicks (Interested Party) informed the committee of his concerns that with the premises requesting a later licensing it would take on the form of a nightclub, resulting in a detrimental effect on the neighbourhood. Mr Hicks highlighted these predicted negative effects to be litter, noise and anti-social behaviour. He was against the grant of a Premises Licence and requested only more reasonable hours be considered.

Mr Cooney (Interested Party) raised the issue that despite the applicant reassuring the committee there was no intension to run the premises as a nightclub, if the license is granted there would be nothing to stop Mrs Smith changing this in the future.

After the applicant and the objectors both confirmed they had received a fair hearing the Licensing Sub-Committee adjourned to debate their decision.

Resolved:

That a premises licence for the Superbowl be granted for hours up to 12am Sunday to Thursday and up to 2am on Friday and Saturdays, subject to the following eight conditions:

The provision of: indoor sporting events, regulated entertainment in the form of live music, recorded music and performance of dance; entertainment facilities in the form of making music and dancing; late night refreshment and sale by retail of alcohol from 10:00pm – 12:00am Sunday to Thursday and 10:00pm – 02:00am Friday - Saturday (inclusive).

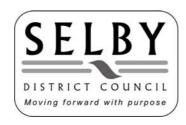
- 1. Noise from amplified and non-amplified music, signing and speech arising from regulated entertainment at the premises shall not be audible inside habitable rooms of noise sensitive properties in the vicinity.
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- 5. The disposal of waste bottles into external receptacles shall not take place between the hours of 23:00 and 07:00.
- 6. All external lighting shall be directed so as not to cause intrusive illumination or glare to neighbouring residents, business or road-users.

Plus an addition two conditions not previously circulated:

- 7. Prominent, clear notices shall be displayed requesting people using the premises to respect of needs of local residents and leaves the premises and area quietly.
- 8. The area around the premises shall be routinely cleared of litter and waste when the premises have been open to the public.

The meeting closed at 11:53 am.



Agenda Item No:6

Title: Section 35(3)(a) Application for a Premises Licence for

Mace, Millgate Service Station, 142, Millgate, Selby YO8

3LL

To: Licensing Act 2003 Sub-Committee

Date: 14 January 2010

Service Area: Customers and Business Support

Author: Tim Grogan

Presented by: Tim Grogan

1. Summary

- 1.1 To seek the determination by the Licensing Sub-Committee regarding the eligibility or otherwise for a Premises Licence in respect of Mace, Millgate Service Station, 142, Millgate, Selby. The Licensing Act 2003 defines excluded premises and prohibits the sale of alcohol from such premises. Excluded premises include those which primary use is the retail of petrol etc. The Sub-Committee is asked to determine whether an application in respect of the premises in question can be considered.
- 1.2 Application reference: TAG/MSS
- 1.3 Name of Applicant: David Simpson Penny and Anne Louise Penny
- 1.4 Type of authorisation applied for: The nature of the application is to grant a premises licence for Mace, Millgate Service Station, 142, Millgate, Selby YO8 3LL. The applicant requests that the licence be granted for the sale of alcohol from 06:30 23:00 Monday to Saturday (inclusive) and 07:00 23:00 Sunday.

2. Background

2.1 A copy of the application for a Premises Licence is attached at Annex 1.

3. Promotion of Licensing Objectives

3.1 The applicant proposes to operate as a responsible and effective manager of the premises in order to promote the licensing objectives and this detail is contained in section P of the Premises Licence Application at Annex 1.

4. Consultation

4.1 Consultation was carried out by the applicant in accordance with section 13, and section 17(5) of the Licensing Act 2003 and Regulation 42, parts 2 and 4 of the Licensing Act 2003 (Premises Licences and Club Premises Certificates) Regulations 2005, which concern the displaying of a notice on the premises and an advertisement in the local newspaper giving details of the application and serving a copy of the application on all responsible authorities. The applicant has complied with all statutory requirements.

5. Summary of representations made by Responsible Authorities

5.1 No representations were received from any Responsible Authority.

6. Summary of representations made by interested parties

6.1 No representations were received from any Interested Parties.

7. Legislation covering garages

- 7.1 The Licensing Act 2003 requires that licences be acquired for premises selling or supplying alcohol.
- 7.2 The following is an extract from Section 176 of the Act:
 - (1) No premises licence, club premises certificate or temporary event notice has effect to authorise the sale by retail or supply of alcohol on or from excluded premises.
 - (2) In this section 'excluded premises' means
 - (b) premises used primarily as a garage or which form part of premises which are primarily so used
 - (3) For the purpose of this section
 - (c) premises are used as a garage if they are used for one or more of the following:
 - (i) the retailing of petrol
 - (ii) the retailing of derv
 - (iii) the sale of motor vehicles
 - (iv) the maintenance of motor vehicles
- 7.3 Section 182 of the Licensing Act 2003 states that the Secretary of State must issue Guidance to Local Authorities on the discharge of their functions under this Act. Amended guidance was laid before Parliament on 28th June 2007 and came into force on that date.
- 7.4 As a consequence councillors should have regard to all relevant information and it is considered that the following extracts from the Guidance, (though not exclusively) have a bearing upon the application:

5.24 of the Guidance provides that the Licensing Authority must decide whether or not any premises are used primarily as a garage. The approach endorsed so far by the courts is based on intensity of use to establish primary use. For example, if a garage shop in any rural area is used more intensely by customers purchasing other products than by

customers purchasing the products or services listed above, it may be eligible to seek authority to sell or supply alcohol.

5.25 of the Guidance provides that where there is insufficient evidence to establish primary use, it is for the Licensing Authority to decide whether to grant the licence and deal with any issues through enforcement action or to defer granting the licence until the primary use issue can be resolved to their satisfaction.

8. Licensing Officer observations

- 8.1 In their application the applicants describe Mace, Millgate Service Station as a premises trading as a garage forecourt site as a convenience store retailing a range of convenience products. In addition, a letter accompanying the application claims that the sales performance of the service station from July to September 2009 reveal the shop to be the predominant reason for customers to visit the site.
- 8.2 However, there is no evidence to demonstrate that the figures form part of official audited accounts. What is clear is that shop sales represent a fifth of overall sales with petrol the predominant product of purchase. As a consequence of the limited nature of the figures, in terms of the short period of time under review and the fact that there is no precise detail of customers who purchased both petrol and convenience products from the shop, the Licensing Department consider that they cannot be relied upon.
- 8.3 On the 4th and 15th December 2009 the Licensing Officer visited Mace, Millgate Service Station to carry out an inspection of the premises following the application. He found there was insufficient evidence to corroborate the claims made in the application. The shop is described as small and the products offered for sale include; cigarettes, newspapers, crisps, sweets, soft drinks, sandwiches, milk, pet food, oil, toiletries and various tinned foodstuffs. During both visits it was clear that the majority of customers were purchasing petrol. Furthermore, a member of staff confirmed that only one in ten customers entered the shop to purchase items unconnected to the garage.
- 8.4 It is the considered opinion of the Licensing Department that having regard to all the available evidence Mace, Millgate Service Station is a premises used primarily as a garage.

9. Options

9.1 The Sub Committee have the following options available to them in making their decision:-

Option 1: Grant the premises licence in the terms applied for.

<u>Option 2</u>: Grant the premises licence with modified/additional conditions imposed by the Licensing Sub Committee

Option 3: Reject the application.

<u>Option 4</u>: Defer granting the licence for a specified period until primary use issue can be resolved.

10. Analysis

10.1 The following could be the result of any decision made by this Sub Committee:

Option 1: This decision has the potential to be subject to legal challenge.

Option 2: This decision could be appealed at Magistrates Court by the applicant

Option 3: This decision could be appealed at Magistrates Court by the applicant.

Option 4: This decision would allow the Sub-Committee to defer the matter in order to resolve the primary use issue.

11. Licensing Objectives

- 11.1 The Licensing Act 2003 has 4 objectives:
 - the prevention of crime and disorder
 - public safety
 - the prevention of public nuisance
 - the protection of children from harm.

12. Implications

12.1 <u>Community safety and crime</u>: The Sub Committee is reminded of their duty under the Crime and Disorder Act 1998 to consider the crime and disorder implications of their decisions and the authority's responsibility to cooperate in the reduction of crime and disorder in the town.

13. Risk Management

13.1 The consequence of certain decisions made by the Licensing Sub-Committee could be appealed at Magistrates Court by the applicant. In addition, any decision which is unreasonable or unlawful could be open to legal challenge resulting in loss of image reputation and potential financial penalty. Please see **item 10 (Analysis)** for details.

14. Recommendations

14.1 Councillors determine the application.

ANNEX 1

Copy of the application for a Premises Licence for Millgate Service Station, 142, Millgate, Selby YO* 3LL.

WK 2009 345669

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	David Simpson Penny & Anne Louise Penny t/a Penny Petroleum
	(Insert name(s) of applicant)
apply	for a premises licence under section 17 of the Licensing Act 2003 for the premises

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 Mace Millgate Service Station 142 Millgate Selby YO8 3LL							
Post town	Selby		Post code	YO8 3LL			
· · · · · · · · · · · · · · · · · · ·	umber at premises (if any)	£15000					

Part 2 - Applicant Details

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

a)	an	individual or individuals *	\boxtimes	please complete section (A)
b)	ар	erson other than an individual *		·
	i.	as a limited company		please complete section (B)
	ii.	as a partnership		please complete section (B)
	jii.	as an unincorporated association or		please complete section (B)
	iv.	other (for example a statutory corporation)		please complete section (B)
c)	a re	ecognised club		please complete section (B)
d)	ас	harity		please complete section (B)

e)	the proprietor of an educational establishmer				ent		please comp	lete section (B)		
f)	a health	servi	ce body					please comp	lete section (B)	
g)	a persor Care Sta independ	andar	ds Act 2	tered under Pa 2000 (c14) in re	art 2 of a	the of an		please comp	lete section (B)	
h)	the chief	the chief officer of police of a police force in England and Wales)		please comp	lete section (B)	
* If y	* If you are applying as a person described in (a) or (b) please confirm:									
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SECOND INDIVIDUAL APPLICANT (if applicable)										
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lan	i am 18 years old or over						⊠ Plea	ase tick yes		

Current postal address if different from premises address		Old Station F Powburn Alnwick Northumberl NE66 4HU				
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E-mail addr (optional)	ess					
(B) OTHER	APPLIC	ANTS				
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Address						
Registered r	number (where applicable)				
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	000 or more people are expected to attend the premises at any time, please state the number expected to attend.					
Wha	t licensable activities do you intend to carry on from the premise	es?				
•	ase see sections 1 and 14 of the Licensing Act 2003 and Schednsing Act 2003)	ules 1 and 2 to the				
Prov	rision 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 ((if ticking yes, fill in box H)	g)				
Prov	rision 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 (if ticking yes, fill in box K)	0)				
Prov	vision of late night refreshment (if ticking yes, fill in box L)					
Sup	Supply of alcohol (if ticking yes, fill in box M)					
in al	I cases complete boxes N, O and P					

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			Please give a description of the facilities for de providing	ancing you wi	ll be
Day	Start	Finish		idanaa noto 3)	
Mon			Please give further details here (please read gu	ilidance note 3)	
Tue					
Wed			State any seasonal variations for providing da (please read guidance note 4)	ncing facilitie	<u>s</u>
Thur					
Fri			Non standard timings. Where you intend to us for the provision of facilities for dancing enter different times to those listed in the column or	<u>tainment at</u>	
Sat			list (please read guidance note 5)		
Sun					

K

for ento similar that fall Standa timings	on of facertainme descript ling with rd days a (please rote 6)	nt of a tion to in i or j nd read	Please give a description of the type of enterta you will be providing	inment facilit	Y.
Day	Start	Finish	Will the entertainment facility be indoors or outdoors or both – please tick (please read	Indoors	
Mon			guidance note 2)	Outdoors	
I				Both	
Tue			Please give further details here (please read gu	idance note 3)	
Wed					
Thur			State any seasonal variations for the provision entertainment of a similar description to that for the provision (please read guidance note 4)	of facilities f alling within i	or or i
Fri					
Sat			Non standard timings. Where you intend to us for the provision of facilities for entertainment description to that falling within i or j at different listed in the column on the left, please list (ple note 5)	of a similar ent times to th	ose
Sun					

L

Standa	ight refre ard days a (please	ınd	Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	
	ce note 6		prease tick (prease read guidance note 2)	Outdoors	
Day	Start	Finish		Both	
Mon			Please give further details here (please read gu	idance note 3)	
Tue					
Wed			State any seasonal variations for the provision refreshment (please read guidance note 4)	of late night	
Thur					
Fri			Non standard timings. Where you intend to us for the provision of late night refreshment at d those listed in the column on the left, please li	ifferent times,	to
Sat			guidance note 5)		
Sun					

M

Standa	y of alco	and	Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	On the premises	
	s (please nce note 6		guidance note //	Off the premises	
Day	Start	Finish		Both	
Mon	0630	2300	State any seasonal variations for the supply of read guidance note 4) The request is the same for all days of the year i.e.		se
Tue	0630	2300		·	
Wed	0630	2300			
Thur	0630	2300	Non standard timings. Where you intend to us for the supply of alcohol at different times to to column on the left, please list (please read guid	<u>hose listed in</u>	the
Fri	0630	2300			
Sat	0630	2300			
Sun	0700	2300			

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

Name June Cawkill	
Address 141 Abbotts Selby North Yorksh YO8 8AY	
Postcode	YO8 9AY
Personal Lic Not yet issue	cence number (if known)
	nsing 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) N/A

0

open to Standa timings	premise to the pu ard days s (please nce note 6	blic and read	State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	0630	2300	
Tue	0630	2300	
Wed	0630	2300	Non standard timings. Where you intend the premises to be
Thur	0630	2300	open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)
Fri	0630	2300	
Sat	0630	2300	
Sun	0700	2300	

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)

The store operates to a high standard, and will continue to do so should this licence be granted in terms of the sale of alcohol. All staff will be fully trained in their responsibilities with regard to the sale of alcohol, and will be retrained every six months, with recorded training records kept for inspection. All dispalys of alcohol will be securely covered from the public outside the licensing hours applied for. No alcohol will be accessible to customers during this time. Indeed the store intends to serve through a service hatch from 2300 hours until 0600 hours, thus denying the public access to the store during these times

b) The prevention of crime and disorder

An extensive CCTV system will be in operation to provide security and identify any culprit who is intent in causing trouble in store. There is a monitor on the shop floor as well as a monitor on the Managers office. All images are stored on the hard drive for a period of 30 days after which they can be erased or saved to disc at the request of the police. All current security measures will remain in operation. All staff have been fully trained in this area. Images will be made available to the police or authorised licensing officer from the council on request.

c) Public safety

Staff will be trained to be alert to any potential danger to customers and react accordingly. If they are unable to quickly difuse the situation without risk to customer or staff, then they are instructed to call the police. All relevant fire procedures are in place for a store of this size.

d) The prevention of public nuisance

Youths will be encouraged to move from the entrance to the store to prevent the potential of causing nuisance to customers, either in requesting they purchase alcohol on their behalf, or general intimidating behaviour. The entrance to the store is also visible from the till point area, and so can be monitored by the staff. CCTV cameras will also pick up any disturbance in this area. Due to this being a proposed forecourt site, no one will be permitted to loiter around the store at all due to the fire risk posed by the petrol.

e) The protection of children from harm

Only photographic ID is accepted (passport, driving licence, proof of age card with PASS hologram). Anyone who appears to be under the age of 21 is challenged to provide ID. If the customer is unable to provide identification then no sale is made. No ID no sale. Any staff member who may be under the age of 18 must call a senior staff member to take over the sale and complete the transaction. If it is known that a customer intends to purchase alcohol to provide to minors then that sale will be refused.

				Please tick	yes
• I have mad	le or enclosed pa	syment of the fee			\boxtimes
• I have encl	osed the plan of	the premises			\boxtimes
	copies of this apere applicable	oplication and the plan to respon	nsible authorit	ties and	\boxtimes
	osed the consen if applicable	t form completed by the individe	ual I wish to b	e premises	\boxtimes
I understar	nd that I must nov	w advertise my application			\boxtimes
	nd that if I do not	comply with the above requiren	nents my appl	ication will	\boxtimes
STANDARD SC	ALE, UNDER SI	I CONVICTION TO A FINE UP ECTION 158 OF THE LICENSI CONNECTION WITH THIS API	NG ACT 2003		
Part 4 – Signatu	u res (please rea	ad guidance note 10)			
		cant's solicitor or other duly a behalf of the applicant pleas			
Signature		•			
Date	24/11/2009				
Capacity	Licensing Agen	t as appointed by the applicant			
	nt. (please read	e of 2 nd applicant or 2 nd applic guidance note 12). If signing			
Signature					
Date					
Capacity			· · · · · · · · · · · · · · · · · · ·		
Contact name (where not previ	ously given) and postal addre	ess for corre	spondence	
associated with Stewart Gibson GP Retail Service Springfield House Springfield Road Grantham Lincolnshire	es Ltd e	n (please read guidance note 1	3)		
Post town G	antham		Post code	NG31 7BG	
Telephone num	ber (if any)	01476 514691			
If you would prestewart.gibson@		spond with you by e-mail you	r e-mail addr	ess (optional)	1

Consent of individual to being specified as premises supervisor

June Cawkill
[full name of prospective premises supervisor]
of
141 Abbotts Road Selby North Yorkshire YO8 8AY
[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
A Licence for alcohol consumption off the premises
[type of application]
by
David Simpson Penny & Anne Louise Penny t/a Penny Petroleum
[name of applicant]
relating to a premises licence [number of existing licence, if any]
for
Mace Millgate Service Station 142 Millgate Selby YO8 3LL
Inome and address of promises to which the application relates?

and any premises licence to be granted or varied in respect of this application made David Simpson Penny & Anne Louise Penny t/a Penny Petroleum [name of applicant] concerning the supply of alcohol at Mace Millgate Service Station 142 Millgate Selby **YO8 3LL** [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 [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 Name (please print) June Cawkill Date 24/111/2009

34

Millgate Station 142 Millgate Selby YO8 3LL

This is an application to add an off licence to an already thriving convenience store on a garage forecourt site.

The store is an average sized convenience store selling a full range of convenience product. Alcohol is an integral part of the convenience store offer, with over 95% of all convenience stores in this country retailing alcohol.

The Convenience Market is extremely competitive with the increased competition in this sector of the large multiples such as Tesco and Sainsbury's. As a result the independent retailer has to constantly strive to develop their business to remain competitive.

The introduction of off licence sales is crucial to allow the independent retailer to compete in this market place.

The site is a convenience store on a garage forecourt site. The figures show sales performance from July 2009 to September 2009 inclusive. The figures clearly show a bias towards the shop being the predominant reason for the customers visit to the site.

Of the 32307 customers who used the store for either petrol sales alone or shop sales alone, we can see that the shop accounts for 22030 customers, with 10277 purchasing petrol alone. This equates to 68.19% vs. 31.81% in favour of the store.

Unfortunately the current till system instore is unable to provide a breakdown of customers who purchased both petrol and items from the store on the same visit, however I would point out the following:

1. It is impossible to determine what the main driving force for this type of customer was in visiting the store. Did they drop in for Bread, Milk and a paper, and decide they might as well fill up with petrol since they were there already? Or did they stop for petrol and decide to pick up a few groceries at the same time? Short of

carrying out a customer survey as they leave the store we can never be sure as to the main reason for visiting the site. Therefore I would submit that the sales figures should be considered in their present format for the purpose of this application.

In terms of the legality of this site to apply for a licence under the 2003 Act, I refer you to the Licensing Act 2003 Section 176 which covers the issue of Forecourt sites applying for a Licence.

The 2003 Act mainly maintains the position of the 1964 act in that it is for the licensing authority to determine whether the site is eligible to apply for a licence, examining the facts as to whether the site is used primarily as a garage.

I quote from the Paterson's Licensing Guidelines on this matter, page 1211:

"The approach to establishing primary use so far approved by the courts has been based on an examination of the intensity of use by customers of the premises. For example, if a garage shop in any rural area is used more intensely by customers purchasing other products than by customers purchasing non- qualifying products or services, it may be eligible to seek authority to sell or supply alcohol."

Given the above information I would conclude that the store is permitted to apply for an off licence under the terms of the 2003 Licensing Act.

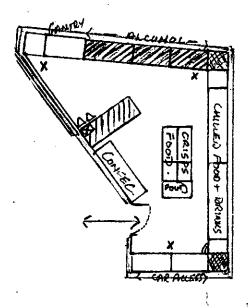
Miligate Service Station July 09 to September 09 Inclusive

MONTH	Petro!	Customers Shop	Shop	Customers
July	117852	3928	z 27653	9217
	0	0	0	0
August	93742	3125	21834	7278
	0	0	0	0
September	96712	3224	22139	5535
	0	0	0	
	0			0
	0	0	0	0
Total	308306	10277	71626	22030

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ين	
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£30	10277	£3	22030	32307	31.81%	68.19%
Total Petrol Sales Average Customer spend per transaction =	Total Customers for petrol sales	Total Shop Sales Average Customer spend per transaction=	Total Customers for shop sales	Total Customers	% Customers for Petrol	% Customers for Shop
					•	37

your premises.



MILLGATE SERVICE STATUS
MACE
142 MILLGATE
SELBY
YOR 3LL
SCALE 1: 100
A. FIRE EXTINGUISHERS

X CAMERAS & SECURITY MIRROR.

blankets, sprinklers and alarms showing d key

the public on the premises Name:

Plan No:

Date: