

Neighbourhood Policing and Partnerships (NP&P)

From: King Mike
Sent: 06 January 2015 09:02
To: Laura Driscoll
Subject: RP Off Licence, Market Street, Bracknell

Hi Laura

Please find attached the Police rational behind its **OBJECTION** to the application for the premises licence for the above.

TVP would withdraw its representation should the applicant accept the proposed conditions submitted.

Regards,
Mike
Mike King | Licensing Officer | Thames Valley Police | Reading & Bracknell Local Police Areas |
Reading Police Station, Castle Street, Reading, RG1 7TH

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The proposed off licence is situated in a Designated Public Places Order (DPPO) and the accessibility to alcohol in particular single cans would undermine this control. This is very much compounded by the hours being applied for where the occurrences are increased in the evenings particularly in the warmer months.

Currently there is only one other independent off licence operating in the DPPO which operates between 09.00 and 17.30. TVP are at present investigating issues into regular sales of alcohol to street drinkers which undermines the principal of the DPPO. The other operators within the DPPO are large supermarkets who greatly reduce alcohol issues due to their large resource capability i.e. staff numbers, tills and security guards preventing problematic sales.

The premises are situated within the Town Centre a popular gathering place for teenagers in the evening. The multi-story car park has and does attract these groups in the evenings and there has been incidents of underage drinking and subsequent criminal damage to the site.

Just up the road from the proposed shop is the Point with its popular bowling alley where teenagers gather in the evenings and at weekends and has had issues with underage drinking which has been overcome by the Police and the proximity of an off licence would undermine all the work that has been put into resolving this issue.

The Late Shop on Station Road demonstrated that late hours had a large negative effect within its area but since it has closed there has been seen a reduction in alcohol related incidents attributed to the site.

To the rear of the premises is located the New Hope drug and alcohol support centre. Having an off licence in such close proximity to this centre would have the potential to have a detrimental effect to the venerable clients who are engaging with the centre in order to turn their lives around.

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Off Licence Conditions

Crime and Disorder

1. A digital CCTV system shall be installed, in accordance with current Home Office Guidelines relating to UK Police Requirements for Digital CCTV Systems. The system shall be maintained and operated correctly to the satisfaction of Thames Valley Police (TVP), ensuring **ALL** licensed areas of the premises (except toilet facilities) are monitored, including all entry and exit points enabling frontal identification of every person entering and in any light condition.

All cameras shall continually record whilst the premises are open to the public and the recordings shall be kept and available for a minimum of 31 days with time and date stamping. Except for mechanical breakdown beyond the control of the licence holder recordings shall be made available upon request to TVP and authorised officers of Bracknell Forest Council (BFC). Recordings shall be made available to these officers together with facilities for viewing **with immediate access by a person qualified to operate the system**.

Any breakdown or system failure will be notified to the Police immediately and remedied as soon as practicable. Any request from TVP or BFC for a recording to be made for evidential purposes must be carried out within forty eight hours.

In accordance with the Data Protection Act 1988 a sign advising customers that CCTV is in use shall be positioned in a prominent position at all entrances to the premises.

Sale of Alcohol

1. All staff employed in the sale of alcohol shall be trained and a record of their training shall be maintained in respect of: (a) The legal obligation with the sale of alcohol; (b) Advice and procedure on handling refusals; (c) Understand the company's proof of age policy; (d) Understand the policy on the recording of refusal and incidents of note. This training shall formally take place at least every 6 months. Records of this training shall be maintained. These records shall be made available to any authorised Officer of TVP or an authorised Officer of BFC.
2. Clear signs shall be displayed at the front entrance of the premises, on shelves containing alcohol and at all till points stating "No Proof of Age No Sale".
3. Alcohol shall not be sold in open containers or be consumed in the licensed premises.
4. No alcohol shall be sold before 07.00 a.m. or after 23.00 p.m.

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Litter

1. The licensee shall ensure that the footway and public space in the vicinity of the premises is swept and kept free of litter at regular intervals whilst the premises are open and at the close of business, and litter and sweepings disposed of in an appropriate manner.

Refusal and Incidents

1. An incident book shall be used to record details of incidents that occur in and around the venue. The incident book shall truly reflect what has occurred and shall be specific in detail. If incidents involve members of staff, including any door supervisors their names shall be entered onto the log book. All incidents shall be signed off weekly either by the DPS or the nominated individual when the DPS is not on site.
2. A refusal log shall be implemented, maintained and monitored in respect of persons that have been refused alcohol.

Protection of Children from Harm

1. The premises shall at all times operate a challenge 25 policy to prevent any customers who attempt to purchase alcohol and who appear to staff members to be under the age of 25 years without having first provided identification. This policy shall be in written form and retained at the premises and shall be made available on request to any authorised Officer from TVP or BFC.
2. Only a valid British driver's licence showing a photograph of the person, a valid passport or a nationally approved proof of age card showing the 'Pass' hologram (or any other similarly nationally recognised scheme) are to be accepted as identification.
3. Notices advertising the Challenge 25 policy shall be displayed in prominent positions throughout the premises.
4. The premises licence shall implement an age verification policy, agreed with TVP and BFC, that applies to the premises in relation to the sale of alcohol. This policy shall be in written form and retained at the premises and shall be made available on request to any authorised Officer from TVP or BFC.

Delivery of Alcohol

1. Whenever alcohol is delivered to the purchaser, it shall only be delivered to a residential address or business address. The receiver of the alcohol must be able to prove to the person delivering the alcohol they are a resident or employee at the premises and must be inside the building or at the doorway of the business, house or flat. (e.g. Not standing in the entrance or the grounds or garden etc. Alcohol shall not be delivered to a person who is in a public place e.g. in a street, a park etc.

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2. The applicant and their staff (including delivery drivers) shall be able to communicate with customers, the public, and representatives of statutory agencies to a level that satisfies TVP and BFC that they are able to meet the four licensing objectives.
3. Upon receipt of an order including alcohol to be delivered, the customer shall be clearly advised that the delivery will only be made to the person named on the credit card and that if they appear to be under the age of 25 they shall be required to produce an approved form of identification, the name of which corresponds with the name on the credit card. Failure to provide the requested identification and or credit card shall result in non delivery of the alcohol and a refund in respect of that part of the order which relates to the alcohol only.
4. The delivery of alcohol shall be made with the purchase on credit cards only and delivered directly to the card holder only.
5. During a delivery of alcohol all delivery personal shall wear Body Worn Video recording equipment. All images shall be kept for a period of at least 6 months and made available to TVP or BFC on request.
6. No alcohol shall be delivered before 07.00 a.m. or after 23.00 p.m.