

HERON FOODS 52-54 SECOND AVENUE, NUNSTHORPE, GRIMSBY DN33 1NN

LICENSING SUB-COMMITTEE HEARING 18TH NOVEMBER 14:00

GRIMSBY TOWN HALL

1. Heron Foods is a convenience store situated at 52-54 Second Avenue, Nunsthorpe, Grimsby, DN33 1NN, selling a wide range of groceries and goods generally to residents and visitors to the local area.
2. Heron Foods operate around 261 premises which have Licensing Act 2003 licences which allow for the sale of alcohol at the store and on average, alcohol sales make up 4-5% of the turnover of each store. Alcohol sales are very much ancillary to general grocery sales, as would be the case in any local convenience store.
3. Heron Foods have 2 premises in North East Lincolnshire with a Licensing Act 2003 premises licence, 3 within North Lincolnshire Council and 4 within East Riding of Yorkshire council.
4. All staff within the stores which have Licensing Act 2003 alcohol licences are fully trained and each store has a store operations policy/Challenge 25/step by step guide for tills. Staff who are trained take an alcohol assessment quiz, a Challenge 25 assessment quiz and are trained on Heron Foods Serious About Store Standards store guide. (**See Page 48 - 105**)
5. Humberside Police have proposed a number of conditions in respect of this application, all of which are agreed with the exception of 16 and 17 in relation to SIA door supervisors. A list of the proposed conditions is attached. Heron Foods are fully agreeable to a condition requiring them to risk assess the need for door supervisors, but do not based on their experience at this store, feel that it is proportionate to have a specific door supervisor condition in respect of this particular store. (**See Page 45-47**)
6. The application has been amended in terms of the opening hours to 8am to 8pm Monday to Saturday and 9am to 6pm Sunday.
7. The Police refer to the fact that this particular location has a high crime rate with 22 reported offences between August and September 2024 including stealing chocolate valued at over £50 a

time, whereas the next retail shop only has 8 reports. Heron Foods policy has been to liaise with local police and report thefts to the police, whereas often other local stores will not report such information. The reporting of the thefts at the store is a reason for the police requiring a specific door supervisor condition, but having had experience of operating this store, Heron Foods do not feel that a specific condition is required/proportionate.

8. The store has been opened since 25th November 1994, and Leighton Smith who will attend the hearing on behalf of Heron, has knowledge of this store since pre 2007 when he was store manager. There are 15 people in total employed in the store, and an incident register is kept at all times. Leighton is now the Regional Manager.
9. There are 2 nearby stores with premises licences under the Licensing Act 2003 namely;
 - SPAR shop 57 Second Avenue, Nunsthorpe, Grimsby. DN33 1NH 7am to 9pm. This premises licence has no conditions relating to SIA door staff (**See Page 106-108**)
 - Booze Corner 46 Second Avenue, Nunsthorpe, Grimsby, DN33 1NN. This premises licence has a condition that the requirement for SIA door staff must be risk assessed. (**See Page 109-113**)
10. Heron Foods are a responsible retailer and have considerable experience operating this particular store. Heron Foods will continue to risk assess the requirement for door supervisors and will of course liaise with Humberside Police over this matter.

Proposed Conditions – Heron

1. A Suitable close circuit television system will be installed and operational at the premises at all times when licensable activities are being carried out and at any other times where members of the public are present on the premises, with warning signs displayed in public areas of the premises.
2. The CCTV system will be of satisfactory resolution quality which will enable the identification of persons and activities.
3. The CCTV system will have sufficient storage, retention and capacity for a minimum of 28 days continuous footage which will be recording in colour, providing real time pictures of evidential quality in all lighting conditions
4. There will be sufficient cameras to cover those areas that are not easily supervised from the sales counter.
5. Cameras must be positioned to view all access to and egress from the premises (including fire exits) and all areas where the sale of alcohol occurs.
6. Any system installed should be capable of producing copies of recordings on site.
7. A designated member of staff will be authorised to access the CCTV footage and be conversant with operating the CCTV system at all times the premises is operating. At the request of an authorised officer of the licensing authority or a responsible authority, 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.
8. Records of maintenance of the CCTV system shall be kept by the person responsible and the system shall be maintained in working order and checked weekly. Records of any maintenance/weekly checks shall be endorsed by signature by the DPS or other responsible named individual, and actions taken must be recorded. The record shall be produced on request to a person under the direction and control of the Chief Constable or an officer of the local authority on production of their identification.
9. Recordings must be made of each trading period conducted at the premises, and must be correctly time and date marked.
10. CCTV camera views are not to be obstructed.
11. An incident report register/log book shall be kept at the premises, and made available on request to a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council, which will record the following:
 - all crimes reported to the venue
 - all ejections of patrons
 - any complaints received
 - any incidents of disorder/ASB
 - all seizures of drugs or offensive weapons

- any visit by a relevant authority or emergency service

The incident report register will be produced for inspection immediately on the request of an authorised officer.

12. A refusal register will be placed on each till area, and staff trained how to use this. It will record:

- The time and date of the refusal
- Details/description of the person attempting to purchase
- Identity of the staff member refusing the sale

The registers will be made available for inspection by a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council.

13. Staff training will be given to all staff working at the premises by the DPS. Such training shall be documented and recorded in a book/folder kept solely for that purpose. It will record the date and names of those trained and the person providing it. All present shall sign the book. The frequency of the training shall be upon commencement of employment, with refresher training once every six months. The training shall cover all aspects of the responsible sale of alcohol (Premises Licence Conditions, Licensing objectives, age verification, how to detect proxy sales, consequences of underage sales, serving to a person who is drunk and street drinkers etc) and conflict management. The book will be available to be viewed on demand by a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council.

14. Notices shall be displayed at the exit requesting the public to respect the needs of local residents and to leave the premises and the area quietly.

15. Challenge 25 shall be implemented and a proof of age policy is to be applied with the accepted means of proof of age being:

- Passport
- Photo Driving Licence
- A recognised valid photo-id card bearing the PASS hologram
- any future accredited and accepted proof of age, as defined by Humberside Police

Signs shall be displayed stating that the premises operates a Challenge 25 Policy.

16. The premises shall ensure there is a minimum of 1 SIA registered door supervision at all times the premises is operating.

17. The premise licence holder/DPS/Duty Manager shall ensure that there a risk assessment for the need for extra SIA door supervision at the premises and shall provide door supervision in accordance with that risk assessment. Such an assessment shall be written down and kept at the premises and be available for production on demand by a person under the direction and control of the Chief Constable or an Authorised Officer of North East Lincolnshire Council.

18. The premise will not display, offer, or sell any beers, lagers, ciders or pre-mixed spirit drink with an ABV in excess of 5.6%.

All beer, lager and cider displayed for sale in cans will only be sold in minimum packs of 4 cans, there will be no sales of individual cans of beer, lager or cider.

19. Alcohol spirits with an ABV (Alcohol by volume) above 20% will only be displayed, offered or sold in bottles no less than 70cl. These spirits will only be displayed for sale behind the sales counter or other Police approved secure display.

Question 1

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

If someone cannot produce satisfactory ID, is it true that you can accept verbal confirmation of their age, if satisfactory proof of age cannot be shown so you can proceed with the sale?

Select one:

☐ True

☐ False

Question 2

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

What is the legal age someone has to prove they are, to purchase e-cigarettes/vaping products?

Select one:

☐ A. 18

☐ B. 12

☐ C. 16

Question 3

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

What is the maximum fine that can be imposed if e-cigarettes/vaping products are sold to someone underage?

Select one:

☐ A. £2000

☐ B. £2500

☐ C. £1000

☐ D. £1500

Question 4

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

If the local police or another community representative requested us to restrict certain products such as toilet rolls, flour or eggs due to anti social behavior, are we able to enforce this?

Select one:

☐ True

☐ False

If a customer looks under 25, what should you do?

Select one or more:

☐ A. Don't worry about asking for ID as it is a bit embarrassing.

☐ B. Check ID

☐ C. Sell them the product anyway.

☐ D. Ask for ID

Question 5

Not yet
answered

Marked out of
1.00

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[Edit question](#)

Question 6

Not yet
answered

Marked out of
1.00

🚩 Flag question

[Edit question](#)

The legal age customers have to be to purchase smoking accessories is 18 e.g. cigarette lighters, tobacco papers and filter tips, True or False?

Select one:

☐ True

☐ False

Question 7

Not yet
answered

Marked out of
1.00

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[Edit question](#)

When working on the till, should you wear a challenge 25 badge?

Select one:

☐ A. No, I don't need a badge.

☐ B. Only if I want to.

☐ C. Yes, as long as I am over 25.

☐ D. Yes.

Question 8

Not yet
answered

Marked out of
1.00

🚩 Flag question

[Edit question](#)

Do Heron customers need ID to purchase Energy drinks such as Red Bull?

Enter 1 for Yes

Enter 2 for No

Answer:

Question 9

Not yet
answered

Marked out of
1.00

🚩 Flag question

[Edit question](#)

Who else can be held responsible as well as the member of staff if e-cigarettes/vaping products are sold to someone underage?

Select one:

☐ A. Head of HR and People Support

☐ B. The owner of the business


☐ C. Senior member of staff

☐ D. Manager

Question 10

Not yet
answered

Marked out of
1.00

 Flag question

[Edit question](#)

What is the legal age someone has to prove they are to buy a ticket or prize on a National Lottery ticket or Game store scratchcard?

Answer:

Question 1

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

Identify 3 people you are not allowed to sell alcohol to.

Select one or more:

- ☐ A. Customer who you are certain is buying alcohol on behalf of someone under 18.
- ☐ B. Customer who is paying cash.
- ☐ C. Customer who is drunk.
- ☐ D. Customer who looks under 25 and cannot provide ID.
- ☐ E. Customer who is talking on their mobile when paying.

Question 2

Not yet answered

Marked out of 1.00

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Edit question

Why is it important to make eye contact when serving a customer Alcohol?

Select one or more:

- ☐ A. So you can describe them accurately on the refusal register.
- ☐ B. Assess if they are drunk or under the influence of drugs.
- ☐ C. Assess if ID is required.
- ☐ D. Check if photo on the ID is actually them.
- ☐ E. To see if you know them.

Question 3

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

Challenge 25 means that instead of only asking customers who look under the relevant age for the age restricted product to provide proof of age, we ask anyone who looks under 25.

Select one:

- ☐ True
- ☐ False

Question 4

Not yet answered

Marked out of 1.00

🚩 Flag question

Edit question

How do you record a refusal to sell Alcohol?

True or False, when you record a refusal to sell Alcohol do you log it in the Heron Foods Challenge 25 & Lottery Refusal Register, located at the main till, ensuring you include a description of the customer?

Select one:

- ☐ True
- ☐ False

Question 5

Not yet answered

What is a proxy sale?

Select one:

Marked out of 1.00

Flag question
Edit question

- ☐ A. This is when you know that a customer is attempting to buy alcohol for someone under 18
- ☐ B. This is when a Customer is buying Alcohol for someone over 18.

Question 6

Not yet answered

Marked out of 1.00

Flag question
Edit question

Who conducts test purchases to make sure that we are working within the law?

Select one or more:

- ☐ A. Trading Standard Officers.
- ☐ B. Undercover Customers.
- ☐ C. Undercover Police Officers.

Question 7

Not yet answered

Marked out of 1.00

Flag question
Edit question

Why might you refuse to accept ID the customer has given you?

Select one or more:

- ☐ A. If the ID does not have a date of birth.
- ☐ B. If the ID has expired
- ☐ C. If the ID has signs of tampering

Question 8

Not yet answered

Marked out of 1.00

Flag question
Edit question

Identify 2 people who are responsible in the eyes of the law, for making sure customers are old enough to buy alcohol?

Select one or more:

- ☐ A. HR Department.
- ☐ B. Individual cashier.
- ☐ C. Customer.
- ☐ D. Manager on duty.

Question 9

Not yet answered

Marked out of 3.00

Flag question
Edit question

List 3 possible consequences for a colleague if they sell alcohol to underage customers.

Select one or more:

- ☐ A. Option to pay an on the spot £90 fine on alcohol.
- ☐ B. Manager will stop you from selling Alcohol.
- ☐ C. No action is taken.
- ☐ D. Prosecution in a court which could result in a fine and criminal record.
- ☐ E. Disciplinary action from Heron Foods.



STORE OPERATIONS POLICY

AND

TILL STEP BY STEP GUIDE

CHALLENGE 25 LEGISLATION:

VERSION 7



Version	7.0
Policy Owned by:	Retail Services
Policy Created on:	July 2018
Policy Review Date:	September 2024

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**PLEASE NOTE THAT THE TEXT HIGHLIGHTED IS
INFORMATION SPECIFIC TO STORE MANAGEMENT**

Introduction

Heron Foods follow a 'Challenge 25' policy concerning all underage sales. **This means that if a customer is seeking to buy an age-restricted product (of any kind) the staff member serving should ask themselves the question "does the person in front of me look like they may be under the age of 25 years?"** If the answer is yes then they should ask the person for valid proof of age. . If the identification confirms that they are over the legal age of purchase for that product then it can be sold to them, **however without proof of age the sale must be refused. Management do not have the discretion to override the cashier's decision if there is no proof of ID.**

Failure to comply or if a store fails an audit, may result in disciplinary action being taken as per Heron Foods Disciplinary Procedure as outlined in the Employee Handbook

These procedures are in place to benefit and protect our employees in respect of Age Restriction Legislation.

What is Age Restriction Law

There are laws that restrict the sale of certain products and services to underage people. If a staff member or the retailer are found to be selling any of these products to underage people then they could be subject to a variety of penalties. The following products are legally age-restricted:

- Alcohol – 18
- Lighter Fuel/Butane – 18
- Tobacco and Cigarette Papers – 18
- E-cigarettes/Vaping – 18
- Lottery – 18
- Knives – 18
- DVDs and Video Games – 12, 15, 18
- Fireworks – 16, 18
- Aerosol Paint – 16
- Christmas Crackers – 12
- Petrol – 16

As a responsible retailer, we have a duty of care when selling items to our customers. There are other products including psychoactive substances, medicines, tobacco associated products, adult magazines and lads' magazines that are not legally age-restricted, but will still be included in our Challenge 25 Policy.

Heron Foods have also made the decision to restrict High Caffeine and Energy Drinks to those under the age of 16. Eggs, flour and toilet paper may also become restricted at certain times of the year such as Halloween, when we could be asked by local police or other community representatives to limit their sale to under 18s to prevent anti-social behaviour.

What Should I Do?

Responsibility of All Heron Foods Staff

If you believe you are serving a customer who looks under the age of 25 and who is attempting to buy an age restricted product then you must follow the steps below:

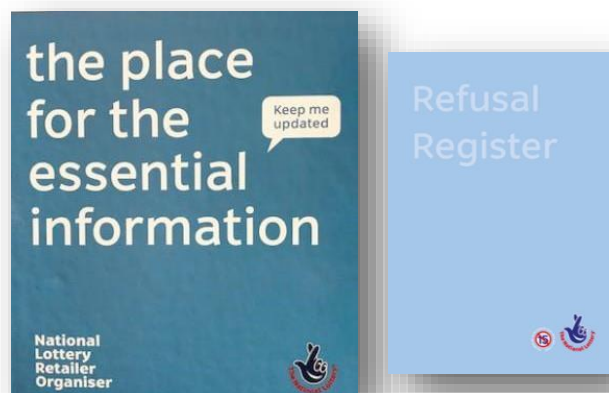
1. Ask for valid proof of age.
2. If the customer does not have satisfactory identification then refuse the sale.
3. Remember, if you have had any doubt about the customer's age then you **MUST** see identification before proceeding with the sale. verbal confirmation IS NOT ACCEPTABLE e.g. 'I'm old enough' or 'My date of birth is.....'
4. If the customer shows valid proof of age, check they are old enough against the products till prompt.
5. If you are refusing a sale then the details must be written down in The Heron Foods Challenge 25 Refusal Register. See example below.

If you are below the age of the age-restricted product, i.e. aged 16 or 17 then you should always ask an appropriate aged member of staff to authorise and be present to approve the transaction.

It is a legal requirement that Heron has to comply with.

What does a Refusal Register look like?

Below is the Heron Foods Refusal Register and the Camelot Refusal Register. If you are refusing a sale then the details must be written down in The Heron Foods Challenge 25 Refusal Register, which should be kept at the main till area. Your Heron Foods Challenge 25 Refusal Register must be kept upto date as it may be requested by either the police or trading standards, a completed refusal register is a great way of showing due diligence. It is important to complete an accurate description of the customer, so that this can be matched with CCTV records.



1. When reviewing the record of refusals you should:
 - a. print off the attached PDF report from the auto-email sent to your store weekly (am Sunday)
 - b. The report is for the previous week and highlights the till and cashier who has refused a sale. (See example opposite)
 - c. The report should be reviewed and checked against the Refusal Register. Clearly mark any amendments together with actions taken, sign, and date before placing the completed report in your box file.
2. By using the report, consider whether all staff who have been on a till are registering refusals. If staff are not completing the register, then consider if they need refresher training.
3. By using the report you should look if there are any trends e.g. days or times with no declines or a high number of refusals taking place? For example a local youth club being opened may increase demands
4. Check if refusals are being accurately recorded; is the record sufficient to match with CCTV?

Responsibility of Store Management

- It is the Store Management responsibility to train and brief all new starters on responsibilities and actions to be taken in respect of Challenge 25 legal requirements. Any updates to the policy must be communicated from the Store Management to all members of staff. It is their responsibility to ensure that all staff fully read and understand this policy and that the questions in the assessment completed as confirmation of their understanding.
- It is their responsibility to ensure the assessment and training declaration form is retained in store and used to brief all new starters on the Policy.
- It is their responsibility to check and sign the Refusal Register after every refusal.

Additional Home Delivery Responsibility

Prior to delivery:

- If the home delivery contains age restricted products then the person packing the shopping must clearly identify this on the home delivery slip by circling **Y** or **N** in the **Challenge 25** box
- Age restricted items should be packed in a separate bag and the bag marked ***C25***
- The customer should be notified at this point that an appropriately aged adult will need to accept the delivery at the customers home and ID may be requested for those who look under 25 years old.

DELIVERY NUMBER		
TIME SLOT		
I CONSENT TO HERON FOODS USING MY DATA FOR HOME DELIVERY PURPOSES		
SIGNED:		
NAME:		
ADDRESS:		
TOWN:		
POSTCODE:		
TELEPHONE:		
AMOUNT : £		
BAGS:	F	C D
TOTAL BAGS:	CHALLENGE 25 Y/N	
RECEIVED BY (PRINT)		
RECEIVED BY (SIGN)		
DATE:		TIME:

At Delivery

- The Home Delivery Driver **must** ensure when age restricted products are delivered to the customer's home that the appropriately aged customer accepts the delivery ie do not leave them with an under-age person.
- If an appropriate age person is not present, then the driver cannot deliver the age restricted products in the bags marked ***C25***, these must be returned to store and the customer will have to contact the shop to make alternative arrangements.
- When age restricted products cannot be delivered, the driver should write **'No C25'** in the 'received by' box on the delivery slip and ask the customer to sign and print in the box. (see picture opposite)

DELIVERY NUMBER			
TIME SLOT			
I CONSENT TO HERON FOODS USING MY DATA FOR HOME DELIVERY PURPOSES			
SIGNED:			
NAME:			
ADDRESS:			
TOWN:			
POSTCODE:			
TELEPHONE:			
AMOUNT : £			
BAGS:	F	C	D
TOTAL BAGS:	CHALLENGE 25 Y/N		
RECEIVED BY (PRINT)			
RECEIVED BY (SIGN)			
DATE:			
TIME:			

What is the policy for Employees who are 16 – 17 years of age?

- If you have a member of staff who is below the age of the age-restricted product, i.e. aged 16 or 17 then you should inform them that they should ask an appropriate aged member of staff to authorise and be present to approve the transaction.



ID Checklist

REMEMBER young people attempting to deceive you into selling them an age-restricted product can do so by presenting you with:

- A genuine ID that has been tampered with
- A genuine ID that isn't actually theirs
- A fake ID that is an imitation of a genuine ID card type
- A fake ID that is made for the purpose of looking genuine, but is not a real scheme

Acceptable forms of ID

Below are examples of acceptable forms of identification e.g. Passport, PHOTO Driving Licence, Proof of Age Standards Scheme (PASS) approved proof of age card, Military ID Card



Unacceptable forms of ID:

Examples of unacceptable forms of identification are:

- Bank Card, Credit Card,
- Medical Card,
- Student ID Card
- Lottery receipts etc.
- Birth certificates are also unacceptable as they are not photo ID.



When checking ID follow these steps:

Step 1 – Check the Photograph

Ensure that the photograph is of the person presenting the card. The photograph must be printed directly onto the plastic of the card NOT stuck on top of the plastic.

Step 2 – Check the Date of Birth

Calculate the age of the person from the date of birth (It may be useful to keep a note of the birth year for a 16 and 18 year old on the till point). The date of birth must be printed directly onto the plastic – NOT handwritten or stuck on top of the plastic.

Step 3 – Check the Document

Ensure the card has not been tampered with or altered (e.g. the printed dates have been altered using a pen or marker). Feel the card in order to identify whether anything has been stuck to the card. Look out for official looking cards that are actually fake. There is no such thing as a UK National Identity Card or a Motorcycle Learners Permit. The only official documents you should accept are passports, driving licences and military ID cards.

Step 4 – Check the PASS Hologram (If not a passport or driving licence or military ID card)

Look for the 3D effect in the background of the hologram. Make sure it has the characteristic tick on the 'A' in the PASS lettering. The hologram must be flush with the plastic of the card – NOT stuck on top of the plastic.

Step 5 – Check the Person

If you are still unsure about a person's age, your legal responsibility is to refuse the sale.



What Age Restricted items do we sell?

Fire Lighters/ Cigarette Lighters/ Fire Logs (18)

Heron Foods restricts the age these products can be sold to as they may be used to commit arson and should therefore not be sold to minors.



Tobacco/ Cigarette Papers (18)

Selling cigarette papers to an **under 18** can lead to a **criminal record** and a **fine of up to £2,500**. The store and/ or individual can be banned from selling tobacco under a tobacco banning order.



E-cigarettes/ Vaping (18)

A person who sells an e cigarette to someone **under 18** commits an offence and can be **fined up to £2,500**. The owner of the business can also be held responsible as well as the member of staff.



Knives (18)

Selling a knife or blade of any kind (e.g. Cutlery) to someone **under 18** is illegal and can lead to an **unlimited fine** and **up to 6 months in prison**.



Christmas Crackers (12)

Selling this product to someone **under 12** is illegal and can lead to an **unlimited fine** and **up to 3 months in prison**.



Medicines (16)

Heron Foods restricts the sale of medicines to anyone **under 16**. You must never sell any medicine product in quantities greater than 32 tablets in one transaction to anyone.



Psychoactive Substances (18)

These are products such as solvent-based glues, correction fluid, anti-freeze and false nails. Heron Foods restricts the sale of these products to anyone **under 18**.



High Caffeine/ Energy Drinks (16)

Heron Foods restricts the sale of high caffeine/ energy drinks such as Red Bull to anyone **under 16**.



Alcohol (18)

Selling this product to someone **under 18** is illegal and can lead to an **on the spot fine of £90, a caution that appears on your criminal record, a formal prosecution including an unlimited fine to the individual.**



WINE

BEER

CIDER

The National Lottery On-line Games & Gamestore Scratchcards (18)

It is an offence for anyone under the age of 18 to SELL A TICKET, BUY A TICKET or CLAIM A PRIZE concerning a National Lottery ticket or Gamestore scratchcard. The penalty is **an unlimited fine and up to two years in prison.**

The National Lottery has a mystery shopper campaign in place called 'Operation Child' to ensure retailers do not sell Lottery products to under 18s.

If you are subject to a Camelot test purchase and fail, you **MUST** immediately inform your Store Management of the failure. This will subsequently be reported to the relevant Area Manager, Regional Manager, HR Business Partner, Regional Trainer and Services Manager.

What are Proxy Sales?

It is illegal for an adult to buy or attempt to buy an age-restricted product on behalf of someone under age.

You have the right to refuse the sale of an age-restricted product to an adult if a child accompanies them and you think the age-restricted product is being bought for the child.



Just because someone who is clearly underage accompanies a customer, that does not mean you should suspect him or her of being a proxy purchaser.

If you see the adult asking the child what alcohol they want, or if the child's behaviour suggests the alcohol is for them; then you should refuse the sale.

Try, as far as possible, to monitor what is happening outside your store, especially, if young people are hanging around. If you see what looks like an adult being asked to buy a product by a person outside the store, refuse the sale to that person and report it to the police.

What is a Test Purchase?

A “Test Purchase” is an audit to check that a shop complies with the Law in relation to the sale of age-restricted products. The “Test Purchase” will be conducted either:

- internally using Heron employee/contractor
- by a supplier such as Camelot
- by a government agency e.g. Trading Standards or the Police

Failing a test purchase may result in you (cashier) receiving an on the spot fine or criminal conviction or formal disciplinary action.

Failing a Test Purchase

If you are approached by Police or a Trading Standards Officer or both, advising that a colleague has failed a test purchase, you should remove the colleague from the till and advise them:

- Not to enter into any debate or dispute as anything said following a caution could be used against them if taken to court
- That they will not be allowed on the checkout until they have been interviewed by the store manager to ascertain the events surrounding the failed test purchase. Only after re-training and being re-signed off can the colleague operate a checkout.

When a failed test purchase has taken place, the Store Manager must inform the Area Manager, Regional Manager and the HRBP immediately and confirm that the colleague has been removed from the checkout. The manager must also outline the event leading up to the failed test purchase, this would include:

The Colleague's name

Length of service

When last trained

Time of test purchase

What checkout was the colleague on

Name of manager or duty manager on duty at the time of the incident

Who carried out the test purchase

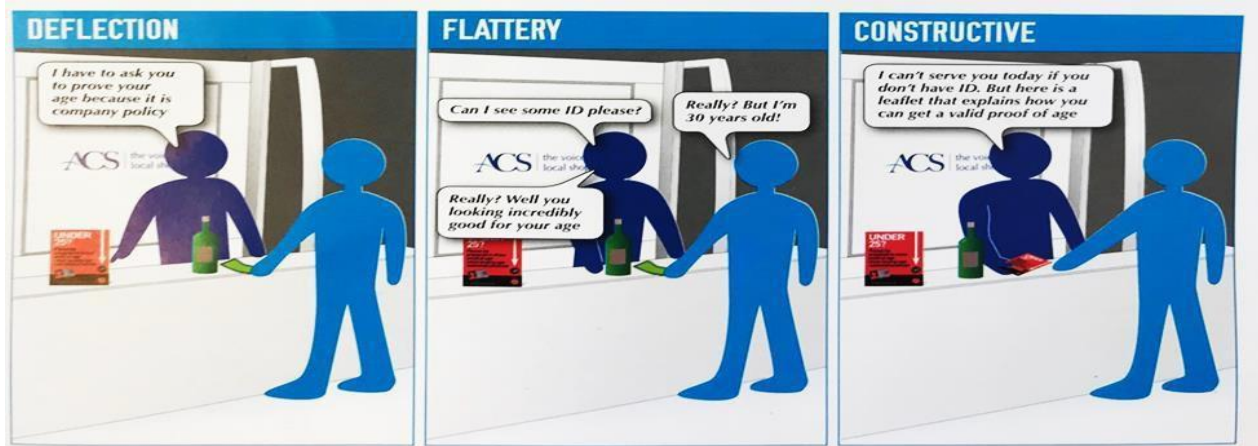
What item was being test purchased (BWS)

What action is being taken

- The fine does not have to be accepted and paid immediately (the fine is the responsibility of the colleague to resolve and they have 21 days to decide whether to accept the fine).

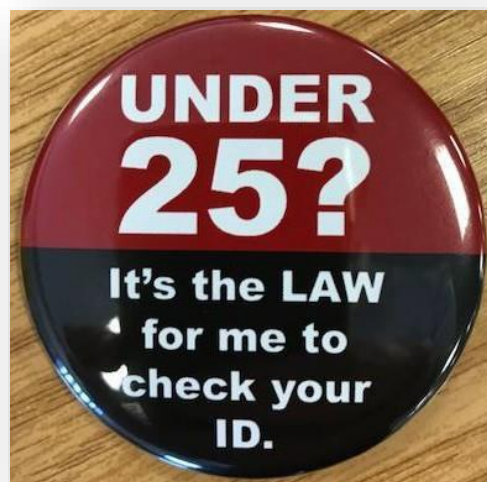
Common refusal approaches

It is normal for retailers and staff to feel apprehensive or awkward about asking people to prove their age, below are 3 useful strategies. It is also useful to remember that young people are used to being asked for ID.



Challenge 25 Badges

You will have a supply of Challenge 25 Badges – please ensure that you and your colleagues wear this whilst serving on the Till at all times. Please keep these in your Challenge 25 box file number 11 so that they can be re-used.



Alcohol Sales

Area Manager Responsibility

It is the Area Manager's responsibility to ensure continuity of the stores Designated Premises Supervisor (DPS). This means that if the Store's DPS leaves the Company or moves stores the Area Manager must:

- **Ensure that it is escalated to Store Support Centre within 24 hours of notification i.e. do not wait until the individual has left the Company or moved store**

Area Manager then becomes the temporary DPS of that store until such time a new DPS is recruited and or trained.

Store Management Responsibility

By law, each Heron shop has had to apply for an individual premises licence to sell alcohol, this means that store managers have had to complete accredited training to become a Designated Premises Supervisor and hold a Personal Alcohol Licence.

Store Manager – It is the Store Manager i.e. the Designated Premises Supervisor responsibility to:

- Ensure that all staff have completed this training and assessment document and have signed the training declaration form.
- Ensure all staff complete refresher training every 3 months.
- Ensure that staff are not allowed to sell alcohol until this training has been completed.
- Carry out Challenge 25 training and assessment for all new starters.
- Get to know your appointed a licencing officer i.e. make them welcome in your shop, a cup of tea or coffee goes a long way and will help build a successful working relationship.
- Store Managers should check the refusal register on a weekly basis and countersign the refusal.
- Ensure all Store Management understand how to review footage on the CCTV, e.g. review, record and change the time. (View documents on Sharepoint/Retail/Loss Prevention/CCTV)
- Ensure that the licence displayed in the store in the prescribed place and has the duplicate copy in the safe.
- Ensure that the licence is laminated and displayed on the wall by the checkouts or in the area that may be specifically identified on the licence.
- Ensure that the terms and conditions of the license are checked that the store is trading within these terms and conditions.

Store Staff Responsibility

It is your individual responsibility to:

- Adhere to the policy at all times. You should complete the assessment and the refresher training at regular intervals i.e. Jan, April, July, and September as instructed by your Store Manager.
- If you are under 18 years of age and a member of staff you should not sell alcohol. You will need to ask an appropriate aged member of staff to supervise you.
- Know the licensing hours for the store.

- Be made aware of “proxy sales” these are purchases made by someone of legal age who then passes the alcohol to someone under the legal age.
- Not sell alcohol to customers they believe and it is clear that the alcohol is going to be passed to a person that is under age.
- Refuse the sale of alcohol to an adult if they are accompanied by a child and you think the alcohol is being bought for the child.
- Refuse the sale to any member of the public who is attempting to purchase alcohol and is under the influence of drink or drugs.
- Be aware that it is an offence for a person under 18 to attempt to buy alcohol if this takes place refuse the sale.
- Know where the refusal log is kept.
- Know how to enter refusals and complete the refusal log.
- Advise the store manager of customers who are under age repeatedly trying to purchase alcohol.

Alcohol

To prevent anti-social behaviour, Alcohol sales are heavily restricted by law and cannot be sold:

- To customers who look under age 25 and cannot provide ID
- To customers who are drunk
- To customers who are buying alcohol on behalf of someone under 18

Certain shops will have restrictions on their licence meaning single bottles of beers and ciders cannot be sold, we will restrict your ability to order these on the tablet. However, in the event of your order being incorrectly picked, you should inform the Area Manager and box the product with ‘Not for Resale’ tape. Area Managers will transfer the stock to another alcohol store.

Penalties

Both Store Management and Till Operators are responsible by law for making sure customers are old enough to buy age-restricted products. There are significant penalties for selling alcohol to a person under the age of 18 for both staff and retailers. These include:

- A fine of up to £5,000 if a member of staff makes an underage sale unless they can show they have taken all measures including asking for identification that would convince a reasonable person that they were over 18
- Disciplinary action from Heron Foods which could result in termination of employment
- An on the spot fine of £90 for any shop worker selling to a person underage
- A fine of up to £20,000 for a premises that persistently sells to people underage, defined as happening on 2 or more occasions in a 3 month period
- Closure orders for a maximum of 14 days following persistent underage sales
- A fine of up to £5,000 for proxy sales, for a person who purchases alcohol on behalf of a minor
- Loss of alcohol licence for shops offending repeatedly

In addition to the above penalties, Heron Foods could also face:

- Bad publicity causing damage to our excellent reputation
- Loss of sales
- Attraction of more underage customers as we are seen as an easy option
- Closure of the Beers, Wines and Cider section

During the first 3 months of selling Alcohol, frequent test purchases are common until Police and Trading Standards establish that acceptable precautions are being taken to prevent underage sales, whilst it's important to remain vigilant at all times, it's especially important during the first 3 months of selling alcohol.

IMPORTANT: A PERSISTENT OFFENDER IS A SHOP WHO MAKES 2 UNDER AGE SALES OF ALCOHOL WITHIN A 3 MONTH PERIOD, REMAIN VIGILANT AT ALL TIMES

STEP BY STEP GUIDE FOR THE TILL PROCEDURE

Products that we sell that have an age restriction have been identified and have been activated on the till system. Therefore, two prompt screens will be displayed when you sign in and when an item is scanned.

All individuals who look under the age of 25 must be asked to show valid photographic ID.

Stage 1: Sign-on Screen

When a colleague signs in on the till for the first time they will see this screen. It is a reminder to remember to fill in the Challenge 25 Refusal Register.



Stage 2: Till Screen Prompt

A. Once a product is scanned through the till that has an age restriction assigned to it, the following screen prompt will appear:

The age limit will change depending on the age-restricted product scanned. However, ID must be requested from all customers who look under 25 years old



Stage 3: Ask the Customer for a valid photographic ID

Ask the customer for a valid photographic ID as referenced in the Heron Foods Age Restriction Policy.

Stage 4: Perform a Customer Age Check

- A. After you have asked the customer to show you a valid photographic ID and you are still unsure if the Customer appears to be under 25, the system will allow you to perform a Date of Birth Check.



Customer Age Check
Customer must be at least 18.
Is the customer old enough to purchase these items?

Enter Date of Birth to perform an optional check

17072017
(DDMMYYYY)

Perform Check

Yes No

Keyboard: ? ! _ £ \$ % ^ ~ () = ; / * - { [\ a s d f g h j k l ; ' # Clear Enter 7 8 9 + 4 5 6 1 2 3 0 , .

Enter the Customers Date of Birth in the (DDMMYYYY) check field on the screen then press the "Perform Check" button

- B. The following Warning Message will appear, advising that the Customer is not old enough to purchase the item. Click "OK".



Customer Age Check
Customer must be at least 18.
Is the customer old enough to purchase these items?

Enter Date of Birth to perform an optional check

Warning

Age check failed for this item.

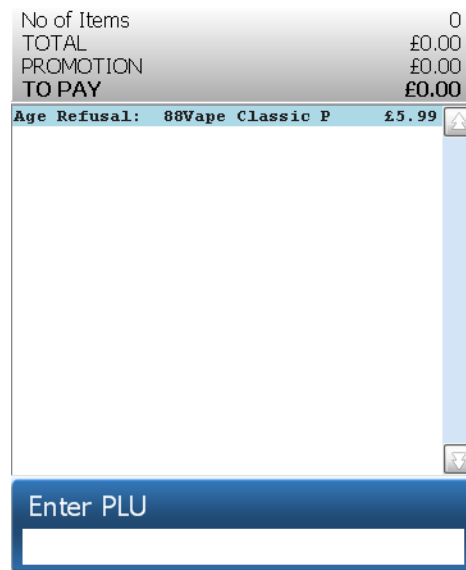
OK

perform Check

No

Keyboard: ? ! _ £ \$ % ^ ~ () = ; / * - { [\ a s d f g h j k l ; ' # Clear Enter 7 8 9 + 4 5 6 1 2 3 0 , .

- C. In the “Sales Transaction” window the product will appear confirming it has been refused



The screenshot shows a software interface for a sales transaction. At the top, a summary box displays: 'No of Items' (0), 'TOTAL' (£0.00), 'PROMOTION' (£0.00), and 'TO PAY' (£0.00). Below this, a line item is shown with a light blue background: 'Age Refusal: 88Vape Classic P' with a price of '£5.99'. To the right of the item name is a small upward arrow icon. Below the item list is a large empty rectangular area. At the bottom, there is a blue button labeled 'Enter PLU' and a white text input field.

- D. If the Customer shopping basket contains multiple age restricted items, the till will automatically allow/refuse these based on the date of birth entered e.g. for a 17 year old customer, items in the basket with a minimum age of 16 will be allowed and items with a minimum age of 18 will be refused.

Customers who look Over 25

Use your common sense when serving customers who clearly look over 25. If you are in any doubt do not assume use the Customer Age Check to calculate and confirm if they are over 25.

- A. Press “Yes” to proceed with the sale without entering the Date of Birth if the customer looks over 25.
- B. Once you have confirmed that the Customer is over 25 any other items in the shopping basket that are age restricted will be processed without having to re-confirm the Customer age.

Customer Age Check

Customer must be at least 18.
Is the customer old enough to purchase these items?

Enter Date of Birth to perform an optional check

(DDMMYYYY)

Virtual keyboard layout:

? ! _ £ \$ % ^ ~ () =	; / * -
{ [q w e r t y u i o p }	7 8 9 +
\ a s d f g h j k l	4 5 6
@ z x c v b n m ←	1 2 3
CAPS < > [] ' # Clear	0 , .



Important Point: It is always advisable to watch your till screen for prompts as you may miss the age restriction pop up screen. Therefore, complete the Yes/No input before continuing to scan other products.

Stage 5: What to do with the product

If the sale has been refused, the product should not be given to the customer and you should return the item back into stock, using the normal store procedure.

Further Support

- If you require further guidance and support, please contact your Area Manager.
- If there is a technical fault/issue, please contact the IT Support Help Desk on extension 3818.



Serious About Store Standards Store Guide



Version	9.0
Policy Owned by:	Retail Operations
Policy Created on:	September 2021
Policy Review Date:	September 2022

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This Store Standards guide has been created to provide support, act as a reference and be a daily reminder of Heron Foods commitment to our customers

As a Store Manager you should take full ownership of managing your store and your team, Area Management is there to support you further but don't wait for them to tell you what the issues are, you identify them and you fix them. Keep your actions simple and react quickly, be relentless in driving your store standards daily.

Always remember your Role, Responsibilities, Accountabilities, Commitments



The Store Sales Pulse survey highlights the priorities and expected standards you need to achieve. It is a guide to both improve operational standards, maintain Health and Safety standards and drive your sales.

Your AM will complete the checklist at least every other visit, this will help to assess any issues and improvements that can be made in store. From these observations, you will be able to plan and prioritise your team's actions going forward in order to achieve maximum improvements.

If you have any concerns delivering on these store standards, your Area Manager will be able to give you help, advice and engage the right support to enable you and your team to make these changes permanent.

I want all Store Managers to challenge their store standards daily, to ensure delivery of our customers' expectations and that continuous improvement is maintained to maximise standards.

Be relentless in your pursuit for excellence.

Regards,
Craig

Craig Antrobus
Head of Retail Operations

1. Entrance

Entrance:

- The entrance should be free from litter & obstruction.
- Ensure all staff pick up litter promptly.
- Mat is clean, clean daily to avoid a trip hazard.
- Mats are either serviced fortnightly or fixed.



Windows:

- Windows must be clean and window posters must be neat and tidy and in good condition.
- Opening times and legal vinyl's displayed along with ATM notice and in/out vinyl's if necessary.
- No handwritten posters.



Fascia:

- If you have any damaged fascia; please use the Facilities Portal on your tablet/desktop.
- Where to find the documents: HUB: [Facilities](#)



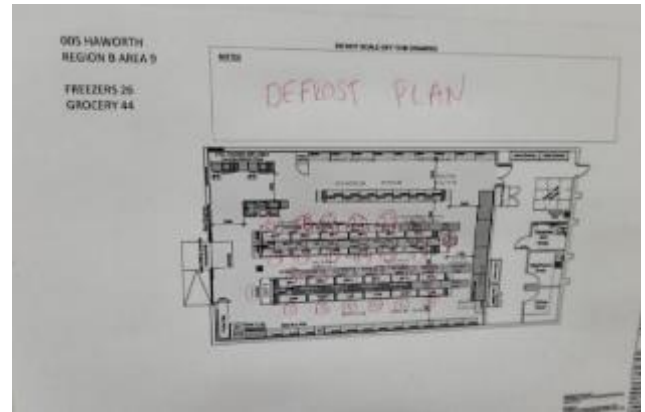
Baskets & trolleys

- Baskets & trolleys must function and be free from any rubbish.
- Ensure baskets are correctly and safely stacked, no taller than waist height, 10 max.

2. Cleaning & Defrosting your Freezers, Chillers and Ambient Shelving

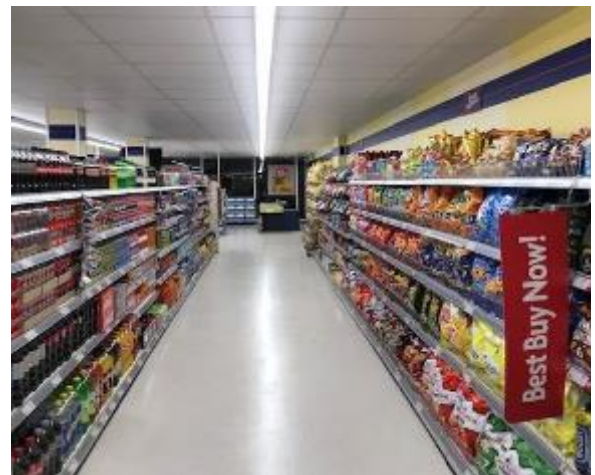
Cleaning & defrosting your freezers:

- Evidence of defrosting completed must be kept.
- Select the cabinet(s) to be defrosted from your store plan, 28-day defrost cycle.
- Record all cabinets defrosted in the Operations Folder.
- Make sure cabinets are cleaned thoroughly, inside and out, flooring, vents, rims and seals are to be cleaned.
- Glass lids must be cleaned daily.
- Ensure all stock is rotated when remerchandising the following morning.
- Ensure the back of house chiller and freezer are also part of the stores defrost plan.



Cleaning chillers and ambient shelving:

- Aisles MUST be free from obvious dirt, litter, spills, food scraps, unattended stock and equipment.
- Stock and shelving must be free from obvious dirt.
- Chilled and ambient shelving should be cleaned on a 28-day cycle, in line with the defrost plan.
- Log in the Op's folder.
- Stock must be stripped, cleaned and rotated.
- Dates recorded on the tablet.
- Always use the approved cleaning chemicals.
- Where to find the documents:
 - HUB: [Heron Hub Food-Safety/Cleaning-Procedures-and-Instructions](#)



3. Pricing & POS

- Please refer to the POS Guide on HUB for the latest instructions.
- Where to find the documents: **HUB: Buying - Marketing**

Dump Bins:

- The first four Company chosen or sponsored Dump Bins should be located on the first aisle if possible (1st in flow)
- Sponsored dump bins are published on the HUB – these must be adhered too.
- Must have an A4 Card, visible both sides on spring holders.
- BBN red and white wraps or 'don't miss out', to be used on BB dump bins only.
- Dump bins should have bases placed ½ way up.
- Where to find the documents:
- **HUB: Buying - Best Buy Plans - BBN and LPED Dump Bins and Stacks**



Best Buy Now Wall:

- Please follow the example flow chart when merchandising your Best Buy Wall.
- Where to find the documents: **HUB: Buying - Best Buy Plans**



AT ALL TIMES THE STORE MUST FOLLOW THE PLAN ON THE HUB.
RISERS SHOULD ONLY BE USED ON THE TOP SHELF OR WHERE THE PRODUCT MAY FALL OFF e.g. CRISPS.



PRIOR TO FILLING, THE SHELVES MUST BE CLEANED, NEVER REPLENISH ONTO A DIRTY SHELF.



SEL MUST BE TO THE LEFT OF EVERY PRODUCT.

8x3 POS MUST BE PLACED IN THE CENTRE OF THE SHELF WHEN FULL & IN THE MIDDLE OF THE PRODUCT WHEN THE SHELF IS SHARED.



YOU SHOULD AIM TO ORDER & RECEIVE A NEW PRODUCT AS AN OLD PRODUCT SELLS THROUGH.

DO NOT REMOVE STOCKED SHELVES TO REPLACE WITH NEW LINES UNLESS MOVING TO A SECONDARY BEST BUY LOCATION.



THE INITIAL ORDER OF A NEW LINE MUST BE TO PRESENTATION FILL, FURTHER ORDERS SHOULD BE TO THE RATE OF SALE. DON'T OVER ORDER TO FILL BACK UP'S.



IF A PRODUCT CAN'T BE FILLED OR FACED OVER A FULL SHELF, THEN REDUCE TO HALF AND SHARE WITH ANOTHER PRODUCT OR MOVE TO SECONDARY BBN WALL.

IF A PRODUCT CAN'T BE FILLED OR FACED OVER HALF A SHELF, THEN REMOVE AND PLACE INTO CORE RANGE TO SELL THROUGH, ENSURE THE SEL HAS A RED DOT ON.



IF A PRODUCT IS SLOW SELLING AND HAS 5 FOR MORE UNITS LEFT THEN USE THE INSTORE REDUCTION STICKERS TO CLEAR THROUGH.



REMEMBER: THE BBNW IS A STRATEGIC SALES DRIVER YOU MUST CHECK THE HUB REGULARLY FOR CHANGES TO ENSURE YOUR BBNW IS READY FOR NEXT DAYS TRADE BEFORE YOU LEAVE AT CLOSE DOWN THE BBNW MUST BE KEPT PRESENTABLE AT ALL TIMES.

Multi-Buy & Best Seller Highlighters:

- Display the **'Multi-Buy Highlighters'** across all multi-buy products in store.
- All SELs should be large, when a product is on multi-buy.



- Display the ambient, chilled and frozen **'Best Seller' Highlighters** alongside all NOSE lines, as per the list on the HUB.
- All SELs should be large when a product is a best seller, this includes chilled.
- Any other specific POS will be detailed in the POS Guide / Activity Calendar that is sent to all stores on a monthly basis.
- Any spare multi-buy/best seller POS can be ordered via your consumables order.
- Where to find the documents: **HUB: [Buying - Marketing](#)**
- Email: POS@HERONFROZENFOODS.COM

Window Posters:

- Window posters are to be displayed in priority order as per the activity calendar.
- Notify your AM immediately if not all received.
- You must ensure your store has the correct size window posters to match the size of your windows for maximum impact.
- Window posters are **ONLY** to be displayed with window suckers.
- Do not use sellotape.



Alcohol Bay:

- Ensure Challenge 25 POS is displayed.
- Where to find the documents:
- HUB: [Services - Challenge 25](#)
- This is planogrammed and updates will be provided by Space Planning.
- Where to find the documents:
- HUB: [Buying - Space Planning](#)



Vape and Battery Stands:

- Vapes and Batteries are high value products and should be displayed as close to the tills as possible.



Fresh Produce Bays:

- This is planogrammed and updates will be provided by Space Planning
- Where to find the documents:
- HUB: [Buying - Space Planning - Planograms - Produce Planograms](#)

Bread Stands/Checkout Stands/Cake Stands:



- All checkout stands should be set up per plans which can be found on the HUB.
- Cake stands should be merchandised against a wall or pillar near to the checkouts and facing the customer flow.
Cake stands should only be merchandised with WIGIG cakes and not core, if no "WIGIG" cakes are available then the stand should be removed and stored safely until "WIGIG" cake lines become available again.
- Where to find the documents: HUB: [Buying - Best Buy Plans](#)

It's Too Good to Waste!

- ITGTW must be displayed above BBF 2 or secondary BBW.
- Products need to be merchandised tidy, with the correct stripping, SEL, 8x3 barker (central reduction) or sticker (store specific), with the best before date on show.
- Products must not be sold over 1 month OOD, unless stated by the buying team.
- ITGTW excludes: Alcohol, baby food, bread, chilled and medicines.
- If there is no too good to waste then revert the space back to BB, always keep it full.
- Where to find the documents:
- HUB: [Heron Hub too-good-to-waste](#)



Out of Stock Tickets:

- Out of stock tickets are **only** to be used on **chilled and Frozen** planogrammed areas of the store.
- Gaps on ambient planogrammed sections are to be faced over with a products from the left and right leaving a small gap and the ticket in place. Use available shelf stock only.
- Gaps on frozen planogrammed sections to be faced over with products from the left and right leaving NO gaps OR sell through of discontinued WIGIG.
- Gaps on core chilled are **not** to be faced over.
- Ensure out of stock tickets are removed when a product is back in stock and replenished.
- Where to find the documents:
- **HUB:** [Heron Hub Availability-Issues](#)



Floor Stacks, Stands and POS:

- Priority floor stacks should be selected from the list on HUB.
- Check the floor stacks are stable, secure and at a height so not to pose a trip hazard, minimum height should be 18 inches (45cm)
- They should have a displayed A4 card, and these should be displayed on a pole with duck feet or A4 clear Perspex hanging frame.
- Remaining floor stacks should be selected from the priority list on HUB.
- Have BB A4 Card and be displayed on a pole with duck feet or A4 clear Perspex hanging frame.



Never leave an empty plinth, do not obstruct customers!

Well-presented Store & Consistent Level of Fill:



-

- A Planogram is your tool to help you plan your display.
- They are created by Space Planning at SSC, you must use them.
- Where to find the documents: *HUB*: **Buying - Space Planning**

0652	CHIPS 2 FREEZER				
UNIFORMS ATTACHED BY:	Date:-	Date:-	UNIFORMS CHECKED BY:	Date:-	No. Stores 17
CUSTOMER FLOW >>>>>>>					

[illegible]

Grocery:



Ensure biscuits are facing the customer and risers are used on all shelves.

Chilled:



Merchandise your store to maximise your sales!

- Put ambient products relating to the freezer products above or nearby.



Frozen: Do not exceed freezer fill lines – see examples above of correct fill

- It is important that when implementing a plan, freezer dividers are all facing the same way (towards the compressor).
- This can often be the difference between a planogram fitting or not.
- Please see bad examples and ❌ good examples ✅





**DO NOT
EXCEED FILL**



Household, Pet and Health & Beauty:

- These are planogrammed and updates will be provided by Space Planning.
- Where to find the documents: **HUB: [Buying - Space Planning](#)**



Till upsells, Ladder Racks and Slat walls:

- Ensure there is always A4 card or 8x3 displaying the price clearly.
- All till upsells should be displayed behind the till belt, as shown to the right.



- Ladders racks must be big and bold displays, to catch the customer's attention.
- One line, 2 flavours maximum – per ladder rack.
- Strong WIGIG lines only.

- Slat walls should only have one line per section.
- Sweets predominately.
- Full pillar slat walls should be displayed with a dump bin underneath as shown on the right.



5. Staff Uniform & Names Badges

- Staff must be wearing the correct uniform.
- Where to find the documents: *HUB*: [Uniform and Appearance](#)



Name badges:

- Name badge must be visible and legible, not hand written.
- Store Manager & Field staff: lozenge shape badge.
- All other staff: rectangular badge.

Staff Attire:

- Staff members must be neatly attired.
- Your hair should be tied back if it is longer than shoulder length and must be neat and business like in style and colour.
- Beards and moustaches should be neat and tidy.
- Where possible tattoos should be covered by uniform.
- Appropriate footwear must be worn at all times. This must be a flat, sturdy full shoe with back and full toe covering. Sandals, flip flops, trainers, heels, wedges and ballet pumps are **not acceptable**.

All staff purchases to have a receipt attached:



6. Checkout

- Rubbish should not be visible on the checkouts.
- Staff should clear and clean the tills when not serving customers.
- Don't display reductions.
- Don't leave carrier bags on checkouts.
- All relevant POS is displayed as per the POS guide.
- The floor behind the tills must be clean and litter free.
- Crumb trays to be cleaned.

Sufficient checkout cover should be available:

- Make sure we plan for peak areas of trade; school runs etc.
- Plan for peak times, month end, bank holidays etc.



Staff must respond promptly to bells (if store is without headsets):

Ensure all staff are aware of the bell system i.e.

- 1 ring: Change required.
- 2 rings: Queue at Checkout.
- 3 rings: Management Issue.
- Constant rings: Red Alert.

Carrier Bags:

- Carrier bags are **not to be placed** on the back of tills for customer to reach and use.
- Carrier bags must be placed under the counter and offered to customers ensuring they are scanned and charged.
- The only carrier bags to be on display are:

- 03729 Heron Extra Large Reusable Carrier Bag
- 12497 Heron Large Chill Bag
- 16271 B&M Reusable Carrier Bag
- 03730 Heron Shopping Bag

- Below are examples of incorrect and correct ways of displaying bags.



7. Customer Service

Customer Service is at the heart of everything we do at Heron, and it is our responsibility to ensure our customers leave happy every single day. This will have huge benefits for the company.

We use the 4 steps as a reminder on the minimum we expect from our teams when serving our customers on the till. We should be striving for excellence & we can really go that extra mile by:

- Using a positive tone of voice.
- Using welcoming body language
- Asking our customers questions – whether that may be: ‘how is your day?’ Or ‘did you find everything you were looking for today?’

These simple steps can help ensure that our customers shopping experience finishes as positively as possible.

**‘We are Heron Foods.
Our customers are at the
‘Heart of Heron’**

Saver Card:

- All stores should ensure there is enough stock of saver cards available at all times.
- Additional Saver Cards can be ordered via your consumables order form.
- Stores must ensure all relevant POS is used and displayed in store.
- For further information, see the Saving Stamp guide on the HUB for full T&C’s.
- Offer Saving Stamps on transactions over £10.
- Where to find the documents: Hub: [Saving Stamp](#)



8. Organised & Professional

Waste storage managed correctly:

- All damages must be dealt with immediately.
- Waste should be kept in separate containers and scanned daily.
- Waste area to be kept clean and tidy.
- Yellow bags only to be used for food waste and should be returned to SSC daily.

Back areas must be kept neat and tidy:

- Floors swept and stock put away in sections with 'like' stock.
- Bulk stock stacked safely.
- Customer trolleys must not be used to store residual stock.
- All staff to be made aware of replenishment process.
- Box up and label residual stock before storing in the back area.



Offices must be neat and tidy:

- Management to clean as they go.
- All documentation filed or destroyed as appropriate.
- Daily check of computer and printer and report issues to IT Helpdesk.
- Utilise the Office Project Guide.
- The Store handover diary to record task, issues, news to handover to Store Management for the next day.



POS Storage:

- All POS needs to be checked off on arrival and any missing needs to be reported back to your AM.
- POS then needs to be separated into this week and next week so it doesn't get lost, misplaced, damaged or disposed of.
- Storage of ALL POS should be kept in the main store office, there is significant cost to the business for POS provided and should be looked after accordingly.



A prime example of how not to store POS and other consumable products



Ensure all old, POS and clutter is discarded as per Promo Brief

A simple solution is to set up 4 trays in the manager's office and label what goes where.



Wall Planner:

- The wall planner is to be displayed in staff areas and is to be used to record staff holidays.
- Spares can be ordered via the POS Inbox.



Notice Boards must have a purpose:

- There are two types of noticeboards.
- Company - This is to display company posters, rotas, vacancies.
- Health, Safety and Food Quality. This is to display all legal documents relating to Health, Safety and Food Quality E.g. policies, risk assessments, HACCP plans.
- Only display the appropriate detail.
- Any store specific information should be dated and removed when it expires.



Company Noticeboard

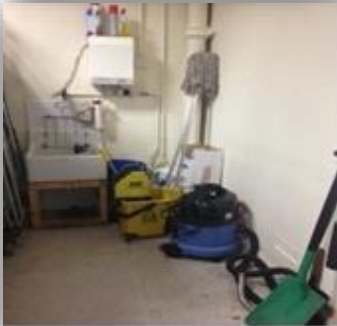


Health and Safety Noticeboard

Staff facilities to be clean and tidy:

- Encourage all staff to clean as they go.
- Clean out fridge/microwave.
- Regularly check and clean out cupboards and ensure no out of date product is stored.

Cleaning is everyone's responsibility: Think Safety and help reduce accidents



It is the responsibility of the whole team to take pride in ensuring that all aspects of the store remain clean on an on-going basis:

Staff facilities need be checked to ensure that all dishes are washed and put away and not left in the sink for someone else to do.

Cleaners and staff must clean their equipment after use. Remember you are handling food – good personal hygiene is essential.

Only cleaning chemicals authorised by Health and Safety are to be used.

***Best Practice**

Plan in scheduled store walks daily to identify issues with cleaning and prioritising tasks.

Encourage cleaners to lead by example showing that the cleaning equipment is a reflection of their standards.

Make sure that as a Manager you are fully aware of what equipment and chemicals are available to you and that you understand what dilutions to use – you will be training others to do it.

All maintenance issues reported:

- Train relevant staff on reporting systems.
- If you have any repairs; please use the Facilities Portal on your tablet/desktop.
HUB: [Facilities](#)



9. Communications

The HUB:

- The HUB is a document-sharing web page.
- This enables you to access by departments:
 - Policies & Forms & Step by Step guides
 - Marketing material & Planograms
 - Health and Safety legal documents & Food Quality legal documents
- Where to find the documents:
- HUB: [Heron Foods HUB](#)



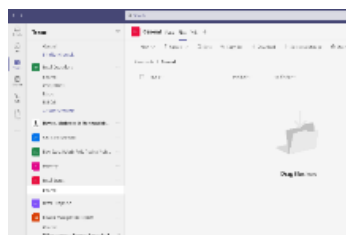
Trade News: Heron Highlights

- This is essential information on the week's top offers, short dated products, HSQ, and Facilities information and it is required that all Store Management and staff read and tick the box on the reverse to confirm they have read and actioned.
- Heron Highlights is to be viewed on a Tuesday and Friday every week at 2 pm via HUB: [Heron Highlights](#)



Teams: Now on your desktops as well as Tablets

- Allows you to instant message other stores, AM's & SSC rather than waiting on the phone and see when it's been read!
- Share documents and photos needed by AM's & Buying.
- Find the Accident & Incident Reporting Forms.
- Buying to share their top offers of the week.
- Marketing to share the latest campaigns.
- Virtual Meetings and Training.
- Share Information - make Area team aware of any immediate store or customer issues.
- Communicate to whole Region or Area at once.
- Ability to edit documents in Word & Excel (you do not have a license to do this currently).



10. Services

- Where to find the documents: HUB: [Services](#)

Home Delivery:

- Refer to the Home Delivery Operations guide.

ATM:

- ATM must be filled every morning and emptied at closing.
- Safe door must be left open overnight.
- Report any faults to the PayPoint ATM helpline on 01707 600804 – preferably before store opening as diagnostics can be performed.
- Display only POS outlined in the POS Guidelines.



National Lottery:

Refer to the Heron TNL Manual located adjacent to your lottery terminal and on HUB: Services/Lottery.

- The terminal should be signed on every morning and signed off at close down.
- Keep the terminal clean and report any faults or broken equipment to The National Lottery Hotline on **0800 8 40 50 60**

Age Restriction and Challenge 25:

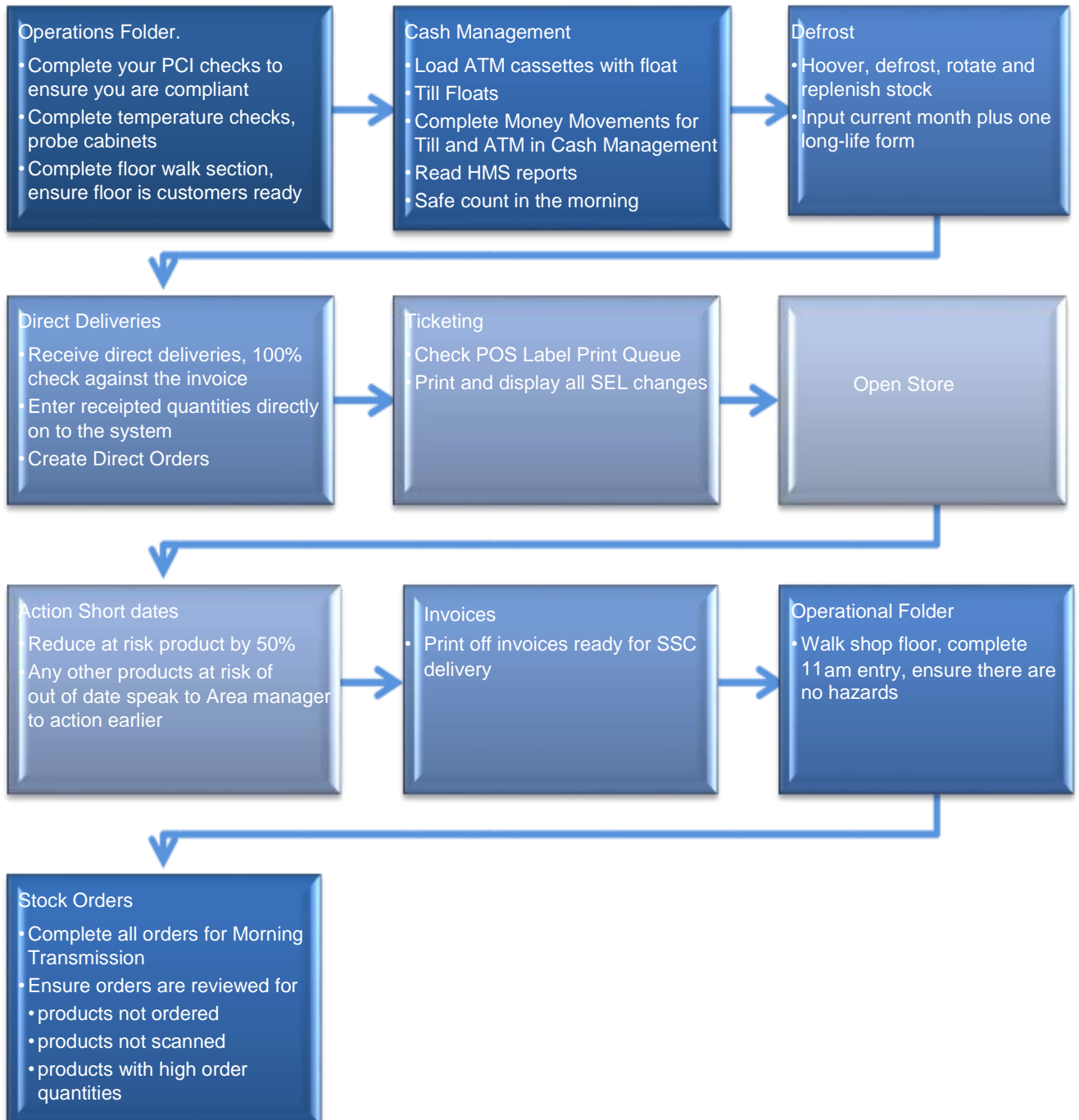
- Key Message: ensure all colleagues have completed their HELP Challenge 25 training course.
- This is legal requirement and they must not go on the till until this has been completed.**
- Ensure age restricted posters are displayed around your store.

Ensure you are Legal, Safe and Compliant!

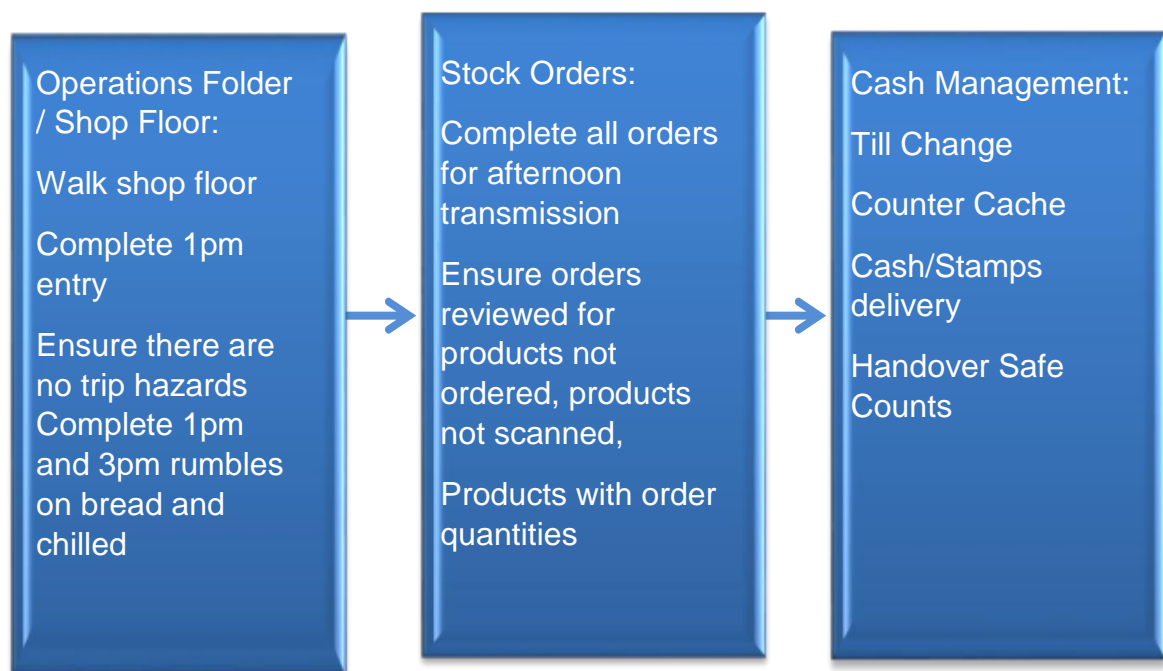
- Complete you PCI checks to ensure you are compliant.
- Ensure you check the card machines daily and you record this correctly in the Ops folder.
- Ensure your staff have completed their PCI HELP course before serving on a till.
- Only Heron IT engineers are authorised to replace PED terminals.
- Confirm with the IT service desk that the engineer has been authorised to visit your site.
- If you notice any issues report them to the IT Service Desk immediately.
- Yearly audits will highlight stores non-compliance.

11. Store Operations

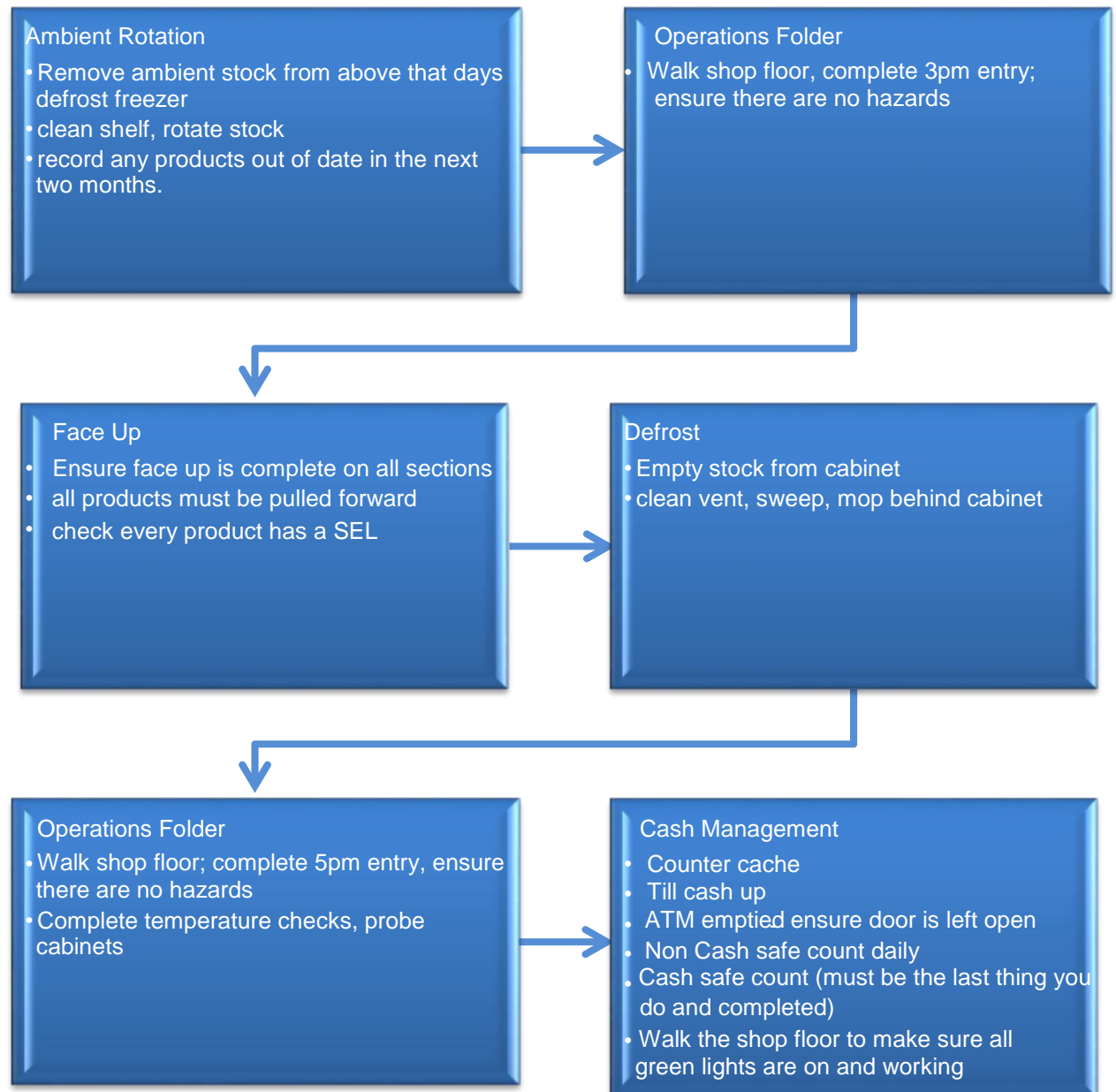
MORNING PROCEDURES



AFTERNOON PROCEDURES



CLOSE DOWN PROCEDURES



Your Weekly Guide:

Your Weekly Guide							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Non specific
Check previous weeks Roster for errors	*Complete short life date check (1.5 hours average)	Complete staff rota – (2 weeks in advance plus current week)	*Complete short life date check (1.5 hours average)		Read Heron Highlights and complete actions	Complete weekly directs-send to at SSC	Place Consumable order
Action POS and promo change	Action It's too good to waste list from the daily bulletin	*Complete fire test	Plan planogram changes (from Tuesday's News at 4)		Read five to drive and make a start to complete next weeks' tasks	*Complete short life date check (1.5 hours average)	Cash/Saving stamp delivery
		Read Heron Highlights and complete actions	Place change order			Voucher/ Stamp return	Attend weekly conference call as confirmed by AM
						*Legal Checks	

Additional tasks:

1	Before Store opens daily	Price changes to be actioned each morning before the store opens.
2	Every morning	Print and check cashiers report daily.
3	Every morning	Waste /known shrink reports to be printed and checked daily.
4	Between 12 and 3 pm daily	Afternoon procedures we rubble the store throughout the afternoon and sweep the floor. 1pm and 3pm full rubbles should be done on chilled and bread, this includes working back stock.
5	Between 4 and 5pm daily	Bulletin to be printed and actioned every night.
6	Saturday after 12pm	Direct summary's need to be printed Saturday once all invoices have been imputed then file in file 1 with the statements and invoices.
7	As and when required	Challenge 25 colleague assessments to be completed as and when required.
8	As and when required	Crib sheets to be completed as and when required.
9	Every Quarter	H&S checklist as and when required.
10	When Store is on Red Route process	Red store process paper work to be followed and filled in daily if you're on the process.



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Premises Licence

Premises Licence Number: PM000022

Premises Details

Spar
57 - 59 Second Avenue
Grimsby
DN33 1NH

Telephone: 01472 871523

Licensable activities authorised by the licence:

Supply of Alcohol

Where the licence is time limited the relevant dates:

Not Applicable

The times the licence authorises the carrying out of licensable activities:

Supply of Alcohol

Monday to Sunday 0700 until 2300 Hours

The opening hours of the premises:

Monday to Sunday 0700 until 2300 Hours

Where the licence authorises supplies of alcohol whether these are on and/or off supplies:

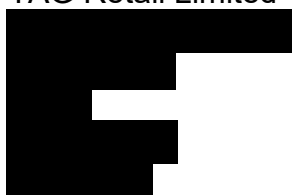
Off the Premises

Registered number of holder, for example company number, charity number (where applicable)

Not Applicable

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence:

TAG Retail Limited



Designated Premises Supervisor

Name: Thomas Dant

Address:



Licence Number: PA24961

Issuing Authority: East Lindsey District Council

Annex 1 - Mandatory Conditions for premises licences and club premises certificates (Conditions 1 & 2 do not apply to clubs)

Premises licensed to sell or supply alcohol for consumption OFF the premises only

MC1. No supply of alcohol may be made under the premises licence -

- a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

MC2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

MC3.

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. (Not clubs)

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

MC4.

(1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

(2) For the purposes of the condition set out in paragraph (1) above -

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula- $P = D + (D \times V)$

Where-

- (i) P is the permitted price,
- (ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence-

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

(3). Where the permitted price given by Paragraph (2)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

(4).

(a) Sub-paragraph (4)(b) below applies where the permitted price given by Paragraph (2)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(b) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 - Conditions consistent with the Operating Schedule

Not applicable

Annex 3 - Conditions attached after a hearing by the Licensing Authority

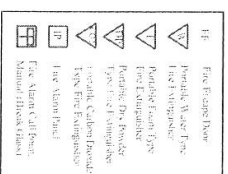
Not applicable

Annex 4 – Plans

A copy of the plan in relation to this premises licence is attached to this licence.

Date of Issue: 26 February 2024

Officer: LM



Store Details

Store Address

57 Second avenue, Nunsthorpe,
Grimsby
NE Lincs
DN33 1NH

25 April 2005

This drawing is for representation purposes only.
Do not scale this drawing.



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Premises Licence

Premises Licence Number: PM000869

Premises Details

Booze Corner
46 Second Avenue
Grimsby
North East Lincolnshire
DN33 1NN

Telephone: 07568338125

Licensable activities authorised by the licence:

Supply of Alcohol (Off the Premises)

Where the licence is time limited the relevant dates:

Not Applicable

The times the licence authorises the carrying out of licensable activities:

Supply of Alcohol

Monday to Sunday 08:00 to 23:00 Hours

The opening hours of the premises:

No time restriction regarding the opening hours of the premises.

Where the licence authorises supplies of alcohol whether these are on and/or off supplies:

Off the Premises

Registered number of holder, for example company number, charity number (where applicable)

N/A

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence:

Miss Berle Kedus



Designated Premises Supervisor

Name: Miss Berle Kedus

Address: [REDACTED]

Licence Number: LN/202300852

Issuing Authority: City of Doncaster Council

Annex 1 - Mandatory Conditions for premises licences and club premises certificates (Conditions 1 & 2 do not apply to clubs)

MC1. No supply of alcohol may be made under the premises licence -

- a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

MC2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

MC3.

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. (Not clubs)

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

MC4.

(1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

(2) For the purposes of the condition set out in paragraph (1) above -

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula- $P = D + (D \times V)$

Where-

- (i) P is the permitted price,
- (ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence-

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

(3). Where the permitted price given by Paragraph (2)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

(4).

(a) Sub-paragraph (4)(b) below applies where the permitted price given by Paragraph (2)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(b) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

All premises with a condition relating to door supervision

All individual(s) at the premises for the purpose of carrying out a security activity must

- (a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or
- (b) be entitled to carry out that activity by virtue of section 4 of that Act.

Annex 2 - Conditions consistent with the Operating Schedule

- A CCTV System will be installed and operated at the premises, and will be registered in accordance with the Data Protection Act, with warning signs displayed in public areas of the premises.
- The CCTV system will be maintained in good working order at all times the premises is open for business.
- Cameras must be positioned to view all access to and egress from the premises (including fire exits), areas where the sale of alcohol occurs, and those areas that are not easily supervised from the sales counter, including outside areas.
- A monitor should be placed in such a position so as to be viewed by staff working in the sales area of the premises.
- The system must be capable of continuously recording in colour, providing real time pictures of evidential quality in all lighting conditions. Recordings will be correctly time and date marked and the views are not to be obstructed.
- The recording medium (e.g. disks / tapes / hard drive, etc.) and associated images/recordings are to be retained and securely stored for a minimum period of 28 days and are to be made available to the police / authorised officers of the Licensing Authority upon request.
- The premises licence holder or designated premises supervisor is to provide the police, upon request, with the contact details of at least one other member of staff (or other person(s)) who is trained and familiar with the operation of the equipment so that, at the expense of the premises licence holder, they are able to check that the equipment is operating properly and that they are able to provide copies of recorded data upon request and within no more than 12 hours from the time of the request, unless otherwise agreed.
- Records of maintenance of the CCTV system shall be kept by the person responsible and the system shall be maintained in working order and checked weekly. Records of any maintenance/weekly checks shall be endorsed by signature by the DPS or other responsible named individual, and actions taken must be recorded. The record shall be produced on request to a person under the direction and control of the Chief Constable or an officer of the local authority on production of their identification.
- The premises licence holder/Designated Premises Supervisor must notify the licensing office or the Police in the event of CCTV breakdown as soon as is reasonably practicable and in any event within 24 hours. 1.5 In the case of a breakdown or malfunction the premises licence holder / designated premises supervisor shall make sure that the CCTV is in working order as soon as practicable
- A written delegation of authority record will be kept at the premises whereby non personal licence holders are authorised to make sales on behalf of a personal licence holder.
- The DPS will ensure that staff training is given to all staff working at the premises. Such training shall be documented and recorded in a book/folder kept solely for that purpose. It will record the date and names of those trained and the person providing it. All present shall sign the book. The frequency of the training shall be upon commencement of employment, with refresher training once every six months. The training shall cover all aspects of the responsible sale of alcohol (Premises Licence Conditions, Licensing objectives, age verification, how to detect proxy sales, consequences of underage sales, serving to those in drink and street drinkers etc) and conflict management. The book will be available to be viewed on demand by a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council.
- The Designated Premises supervisor/personal licence holder will be available/contactable at all times that alcohol is on sale
- An incident log shall be kept at the premises, and made available on request to a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council, which will record the following:
 - all crimes reported to the venue
 - all ejections of patrons
 - any complaints received

- any incidents of disorder
 - all seizures of drugs or offensive weapons
 - any visit by a relevant authority or emergency service
 - Management and staff are to use their best endeavours to prevent persons loitering outside the premises and to ensure that persons refused entry or ejected are asked to leave the vicinity of the premises.
 - Prominent, clear and legible notices must be displayed at all exits requesting that customers respect the needs of local residents and to leave the premises and area quietly.
 - Challenge 25 shall be implemented and a proof of age policy is to be applied with the accepted means of proof of age being:
 - Passport
 - Photo Driving Licence
 - A recognised valid photo-id card bearing the PASS hologram
 - any future accredited and accepted proof of age, as defined by Humberside Police
- Signs shall be displayed stating that the premises operates a Challenge 25 Policy.

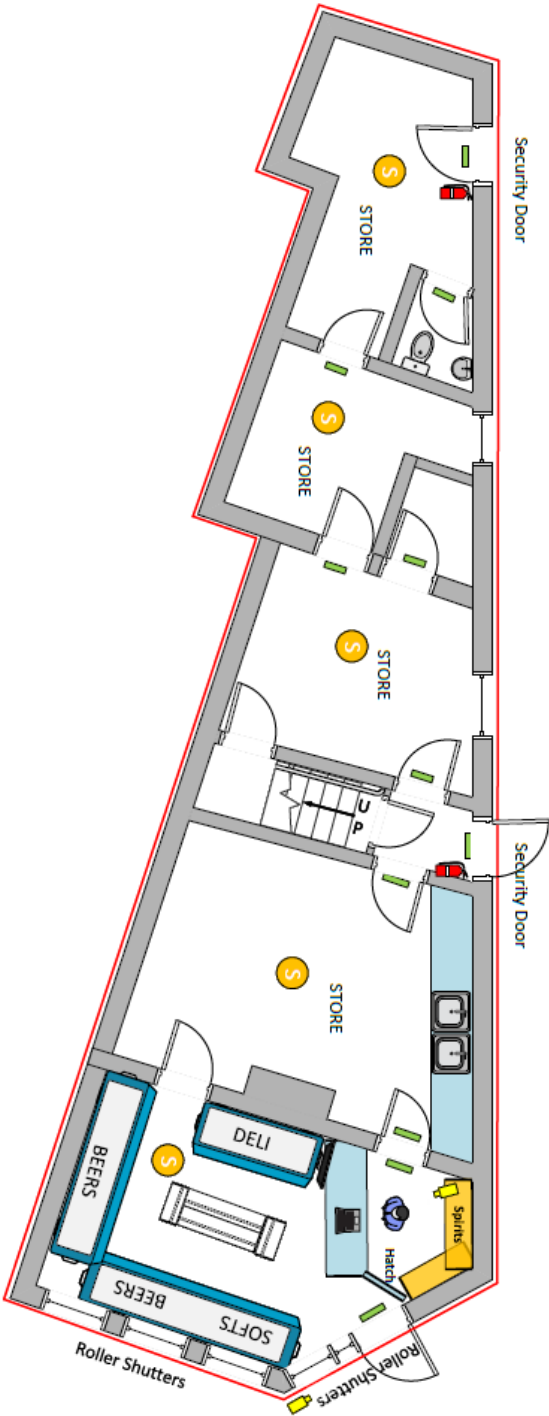
- The premises is to maintain a refusals log/book to record the details of incidents/descriptions of individuals whenever a member of staff has refused to sell alcohol to a person suspected of being under the age of 18, being in drink, proxy sales or any other reason and record the circumstances of each incident. The book must be made available to the police / authorised officers of the Licensing Authority on request.
- The premise licence holder/DPS/Duty Manager shall ensure that there is an adequate risk assessment of the need for SIA door supervision at the premises and shall provide door supervision in accordance with that risk assessment. Such an assessment shall be written down and kept at the premises and be available for production on demand by a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council.
- Alcohol spirits with an ABV (Alcohol by volume) above 20% will only be displayed, offered or sold in bottles no less than 50cl. These spirits will only be displayed for sale behind the sales counter or other Police approved secure display.
- The premises will not stock or sell any cider 2 litre or above.
- An electronic front door shunt lock operated from behind the counter will be installed and maintained for use.
- A panic button will be installed and connected to a central monitoring station.

Annex 3 - Conditions attached after a hearing by the Licensing Authority

Not applicable

Annex 4 – Plans

A copy of the plan in relation to this premises licence is attached to this licence.



Drawing Purpose	PREMISES LICENCE APPLICATION		
Drawing Details	The purpose of this drawing is for the submission of a Premises Licence Application. All Measurements have been drawn in millimetres. This drawing is not be used for the intention of any building, shop fitting or construction purposes.		
Name of Premises	Booze Corner		
Premises Address	46 Second Avenue, Grimsby, DN33 1NN		
SCALE	1 : 100		

LEGEND	
Smoke Detector	
Licensable Area	
Fire Exit	
Camera	
Fire Extinguisher	
Monitor	