

Mr S Donovan
90 Alexandra Road
GRIMSBY, DN31 1RW

Sent via the Licensing Authority

9 August 2025

Dear Mr Donovan

**APPLICATION FOR A PREMISES LICENCE
TODAYS CONVENIENCE STORE, 93 ALEXANDRA ROAD, GRIMSBY DN31 1RF**

I write on behalf of my client in respect of the above application.

The Council have sent me a copy of your representation and I thought it would be useful to outline the application further in the hope that it may help alleviate your concerns.

As you are aware, this is a brand new shop that will be opening shortly as a general convenience store. the new shop will sell a wide range of goods including bread, milk, snacks, sweets, dairy goods, soft drinks, household goods, toileries etc.

The applicant would like to include some alcohol sales to allow the business to offer the complete all-round convenience service. The focus of the shop will be as a general convenience store with the proposed alcohol sales just being a part of the business. **This isn't a shop that would just sell alcohol.**

The application proposes a detailed and comprehensive set of licence conditions to promote the licensing objectives including;

a CCTV camera system covering inside and outside the shop;

Using the 'Challenge 25' under age policy to ensure that no-one under 18 is able to buy alcohol and other age-restricted goods;

Regular staff training;

Litter checks outside the shop

The full set of proposed conditions are shown below.

I can assure you that the applicant will do everything that he can to prevent any problems for the local community. For example, the shops CCTV images will be made available to the Police upon request, and staff will do regular litter checks outside the shop.

Steps have been proposed to ensure that children under 18 are not able to purchase alcohol. The shop will use the the Challenge 25 policy, they will have regular staff training, and keep a record of any refusals to sell alcohol. The shop would sell alcohol responsibly and run well with a licence.

Licensed premises are extremely well-regulated - they must promote the licensing objectives and comply with their licence conditions. If they don't, then the Authorities can take action - this includes prosecution, a licence review, revocation of the licence, etc. cab

The Authorities will deal with any licensed premises that cause a problem and take action as required. If you found **evidence of any problems** at this new shop in the future (or indeed any licensed premises in the area) then you can report the matter to the Authorities.

In your objection, you say that *'There is a shop 50 yards down the road there is lot's of drunk and disorder happening there'*

Any issues like this with other licensed premises should be reported to the Police.

I hope the above information is helpful and informative. This new shop - with a licence - will be well run and not cause any issues.

If you would like to discuss this matter please do not hesitate to contact me – my details are shown below. I look forward to hearing from you and if you have any queries please let me know.

Yours sincerely

Ian Rushton
JL Licensing
07909 511953
Email - ijrushy@hotmail.com

See the proposed conditions below

Prevention of crime and disorder

A CCTV camera system, capable of providing good quality images in all lighting conditions, shall be used covering the interior and the immediate exterior (entrance) of the premise. Images will be retained for a period of at least 28 days and be made available to the Police and Authorised Officers upon reasonable written request for evidential purposes, in accordance with the relevant data protection legislation (currently GDPR 2018).

The CCTV recording equipment shall be kept in a secure environment under the control of the premises licence holder (PLH) and/or another named responsible individual.

The DPS and staff will be vigilant and monitor the area immediately outside the shop to check that youths are not causing annoyance by congregating.

Spirits will be kept behind the counter

Any incidents of crime and disorder at or immediately outside the premises, witnessed by staff, will be recorded in an incident book kept at the shop. This book will be made available for inspection by the Police and the other responsible authorities.

The shop shall operate an alcohol refusals policy as follows - alcohol will not be sold to;

- (1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);
- (2) Any person found to be drinking alcohol in the street;
- (3) Any person who is drunk or appears to be drunk;
- (4) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;
- (5) Any person unable to provide valid ID when requested by staff;
- (6) Any person who is verbally or physically abusive towards staff or customers.
- (7) To any person suspected of trying to buy alcohol for another person(s) who may be under age.

A notice advising customers of the refusals policy shall be on display.

Public safety

No specific risks have been identified under the Licensing Act 2003

(note – the applicant is aware of the need to comply with other legislative requirements to ensure that the shop is safe for customers and staff).

Prevention of public nuisance

Deliveries to the shop will be arranged during hours which will not lead to any public nuisance.

A notice(s) will be on display in the shop asking customers to leave the shop quietly

A notice(s) shall be on display asking customers not to drop any litter on the floor.

Staff will monitor the area immediately outside the shop on a regular basis to check for, and to dispose of, any litter.

Protection of children from harm

The Challenge 25 scheme shall be adopted and appropriate signage will be on display.

Alcohol will only be sold to people who can satisfy or prove to the seller that they are 18 years old or over. The only acceptable form of ID will be a passport, photo driving licence, a PASS accredited proof of age card, or other form of photo ID as recommended by Trading Standards.

A refusals register (for the sale of alcohol) will be used and be made available for inspection by responsible authorities.

A notice(s) shall be displayed in the premises where they can be seen clearly to advise customers that it is unlawful for persons under 18 to purchase alcohol or for any persons to purchase alcohol on behalf of a person under 18 years of age.

All staff selling alcohol will be trained on the prevention of underage sales. Training will be delivered on a regular basis (every 12 months) and records will be made available for inspection by Authorised Officers.

Mr J McCurdy
67 Alexandra Road
Grimsby

Sent via the Licensing Authority

9 August 2025

Dear Mr McCurdy

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Steps have been proposed to ensure that children under 18 are not able to purchase alcohol. The shop will use the the Challenge 25 policy, they will have regular staff training, and keep a record of any refusals to sell alcohol. The shop would sell alcohol responsibly and run well with a licence.

I appreciate that you would prefer a different type of business to open and say that a new shop/licence isn't needed. **However, please note that the need for a new shop/licence isn't something that can be taken into account in respect of a licensing application.** The Council will be able to confirm this.

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