

**Members are reminded that they must declare all relevant pecuniary and non-pecuniary interests relating to any items of business to be discussed at this meeting**

**BIRMINGHAM CITY COUNCIL**

**LICENSING SUB-COMMITTEE B**

**TUESDAY, 29 NOVEMBER 2016 AT 10:00 HOURS**  
**IN COMMITTEE ROOM 1, COUNCIL HOUSE, VICTORIA SQUARE,**  
**BIRMINGHAM, B1 1BB**

**A G E N D A**

1 **NOTICE OF RECORDING**

Chairman to advise meeting to note that members of the press/public may record and take photographs except where there are confidential or exempt items.

2 **APOLOGIES AND NOTIFICATION OF NOMINEE MEMBERS**

3 **MINUTES**

To confirm and sign a set of Minutes.

**3 - 24**

4 **LICENSING ACT 2003 PREMISES LICENCE – GRANT MCCOLLS, 61 MARSH HILL, ERDINGTON, BIRMINGHAM, B23 7DS**

Report of the Acting Director of Regulation and Enforcement.  
N.B. Application scheduled to be heard at 10:00am on Tuesday 29th November 2016.

5 **OTHER URGENT BUSINESS**

To consider any items of business by reason of special circumstances (to be specified) that in the opinion of the Chairman are matters of urgency.



# BIRMINGHAM CITY COUNCIL

## PUBLIC REPORT

<b>Report to:</b>	<b>Licensing Sub Committee B</b>
<b>Report of:</b>	<b>Acting Director of Regulation &amp; Enforcement</b>
<b>Date of Meeting:</b>	<b>Tuesday 29<sup>th</sup> November 2016</b>
<b>Subject:</b>	<b>Licensing Act 2003 Premises Licence – Grant</b>
<b>Premises:</b>	<b>McColls, 61 Marsh Hill, Erdington, Birmingham, B23 7DS</b>
<b>Ward affected:</b>	<b>Stockland Green</b>
<b>Contact Officer:</b>	<b>David Kennedy, Principal Licensing Officer, 0121 303 9896, <a href="mailto:licensing@birmingham.gov.uk">licensing@birmingham.gov.uk</a></b>

### **1. Purpose of report:**

To consider relevant representations that have been made in respect of an application for a Premises Licence which seeks to permit the Sale of Alcohol (for consumption off the premises) to operate from 06:00am until 11:00pm (Monday to Sunday).

Premises to remain open to the public from 06:00am until 11:00pm (Monday to Sunday).

### **2. Recommendation:**

To consider the representations that have been made and to determine the application.

### **3. Brief Summary of Report:**

An application for a Premises Licence was received on 11<sup>th</sup> October 2016 in respect of McColls, 61 Marsh Hill, Erdington, Birmingham, B23 7DS.

Representations have been received from other persons.

### **4. Compliance Issues:**

#### **4.1 Consistency with relevant Council Policies, Plans or Strategies:**

The report complies with the City Council's Statement of Licensing Policy and the Council's Corporate Plan to improve the standard of all licensed persons, premises and vehicles in the City.

<p><b>5. Relevant background/chronology of key events:</b></p> <p>Martin McColl Limited applied on 11<sup>th</sup> October 2016 for the grant of a Premises Licence for McColls, 61 Marsh Hill, Erdington, Birmingham, B23 7DS.</p> <p>Representations have been received from other persons. See Appendices 1 – 3.</p> <p>The application is attached at Appendix 4.</p> <p>Site Location Plans at Appendix 5.</p> <p>When carrying out its licensing functions, a licensing authority must have regard to Birmingham City Council's Statement of Licensing Policy and the Guidance issued by the Secretary of State under s182 of the Licensing Act 2003. The Licensing Authority is also required to take such steps as it considers appropriate for the promotion of the licensing objectives, which are:-</p> <ul style="list-style-type: none"> <li>a. The prevention of crime and disorder;</li> <li>b. Public safety;</li> <li>c. The prevention of public nuisance; and</li> <li>d. The protection of children from harm.</li> </ul>
<p><b>6. List of background documents:</b></p> <p>Copy of the representations as detailed in Appendices 1 – 3  Application Form, Appendix 4  Site Location Plans, Appendix 5</p>
<p><b>7. Options available</b></p> <p>To Grant the licence in accordance with the application.  To Reject the application.  To Grant the licence subject to conditions modified to such an extent as considered appropriate.  Exclude from the licence any of the licensable activities to which the application relates.  Refuse to specify a person in the licence as the premises supervisor.</p>

ENTERED 81

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**From:**  
**Sent:** 05 November 2016 21:51  
**To:** Licensing  
**Subject:** McColl Licensing Application - Objection Representation

Dear Licensing Officer

I would like to make a representation in regards to the application to sell Alcohol from 06-2300 7 days a week by

Martin McColl Ltd  
McColls  
61 Marsh Hill  
Erdington  
Birmingham  
B23 7DS

As a very close neighbour of McColl's, I respectfully object to them being permitted to sell alcohol between the above stated hours for the following reasons:

1. The previous proprietor at the above location was allowed to sell alcohol for consumption off the premises until 9pm. Unfortunately, at least for my neighbours and my family, the sale and consumption of alcohol led to public disturbances, anti-social behaviour and public order offences continuing til very late into the night and early hours of the morning. These kinds of disturbances have had a very profound negative effect on my wife in particular, who is already in poor health.
2. I have personally witnessed armed robberies at 61 Marsh Hill being carried out with thieves making off with alcohol. Numerous alcohol-related armed robberies have been carried out at said location and my and my neighbours gardens used as an escape route. How do you comfort an inconsolable child that routinely witnesses such events and is afraid to go to sleep at night for fear of the, "Bad men", being in their garden in the night and possibly attempting to gain entry to our home?
3. It is extremely expensive having to replace tyres punctured by broken bottles of alcohol that have been discarded on one's driveway and on the road immediately outside one's home.
4. I am on call for my job and have been blocked and prevented from leaving and entering my driveway because others think they have the right to do so while they go to purchase their alcohol or to sit and drink it in my once they have purchased it. The

torrent of drunken abuse and threats my neighbours and I receive is absolutely unbelievable!

5. My wife has been frightened and intimidated by loitering on our drive and directly at our front door, with their alcohol in hand, preventing her from entering her own home!

6. There are already several other places within walking distance of McColls that sell alcohol. I can think of at least 10 establishments within a quarter-mile radius that do so.

Please, our lives and that of our neighbours, many of whom are elderly and in poor health, have been disturbed and blighted enough by people who drink far too much and cause untold problems in the local community. We would just like to live whatever time we have left without having to continually deal with the alcohol-related issues of others.

Thank you

## Appendix 2

ENTERED BY

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**From:**  
**Sent:** 05 November 2016 08:02  
**To:** Licensing  
**Subject:** Re: Mccoll Newsagent Marsh Hill - Licensing Act 2003 Premises Licence (Grant) Re: App Ref: 99109 McColls, 61 Marsh Hill, Erdington, Birmingham B23 7DS

Dear David,

I wish to make a representation to an application made under the Licensing Act 2003. This relates to Application Reference 99109.

The notices have been placed on the shop front, beneath the shutters which are down a lot of the time. There is a notice on the door of adjoining premises as well as the tree outside of the premises. As for every 50m after that, this does not appear to have been done in line with your application requirements.

With regards to reasons for this representation:

This area has been plagued with issues surrounding crime and disorder, a threat to public safety and public nuisance over a long period of time. Allowing customers to purchase alcohol at so early a time in the morning (06:00) through to 23.00 hours is will just make the situation worse.

When the previous occupants were in situ, they were forever being burgled, having people leave their waste lying around and the noise from the traffic was horrendous. They operated from 07:00 through to 21:00. To have extended hours in addition to the longer serving times for alcohol will encourage public nuisance and a threat to public safety. Personally, I have experienced people unknown to myself or my husband, standing directly outside our front door with their alcoholic beverages in hand, not really knowing where they were, and this was in the early evening.

We have elderly people living in the immediate vicinity around the corner as well as on Marsh Hill, as well as families with children. This is inconsiderate.

This application to extend the availability of selling alcohol is not really necessary when we have sufficient shops in the locality: Samras at the top of Slade road, The Co-op, adjacent on Marsh Lane, Shops at the bottom of Marsh Hill and Bleak hill Road open for long hours, selling alcohol. These should be sufficient.

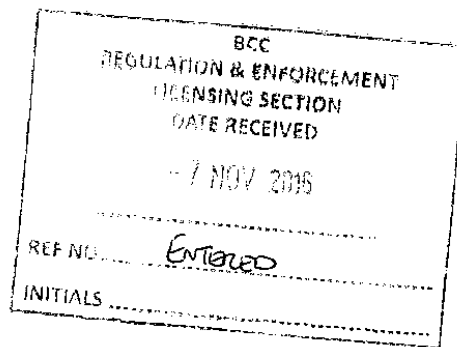
It is my hope that McColls will consider reducing their hours of alcohol availability in order to take the safety and harmony of the local community into consideration.

I do hope that you will consider my comments,

Thank you,

## Appendix 3

Marsh Hill  
Erdington  
Birmingham  
B23 7DS  
4<sup>TH</sup> November 2016



**With regards to Martin MCCOLLS Limited, 59 Marsh Hill, Erdington, Birmingham**

We the residents of Marsh Hill are opposing the sale of alcohol on the premises from 06.00 in the morning till 23.00 at night. The reasons are as follows

We thought all the residents in the area should have been informed about this shop, they have only put the flyers on the lamppost outside the shop and on the door next door, surely residents who don't pass that way or those that have sight problems would not be informed. I have taken pictures of the posting of the flyers which in itself is not adequate and in breach of their conditions to inform the residents, obviously this was done for a reason so that residents do not oppose the opening and closing times.

There are two off licences a 100 metres down the road one on Slade road and the other on reservoir Road which open to late every night, having MCCOLLS as well will invite all the drunkards and undesirable characters to hang out and make themselves a nuisance. Where the CO-OP was, there was a lot of robberies in the shop, cars being vandalised and people loitering making themselves a nuisance, and keeping the shop open till 23.00hrs is not acceptable.

We live nearest to the shop and we believe this will interfere with the enjoyment and comfort of our homes. The All Nation Barbers which is 57 Marsh Hill is used for a social meeting ground and is not licensed, and have been warned on many occasions about the noise, the drinking and other activities that is going on, having a shop that sells alcohol will induce the noise level and drinking activities which poses a nuisance to the residence and depreciation in house prices

The parking is another issue that the residents that live near to the shop already have parking issues due to the barber shop and their late keepings and residents are entitled to some peace and quiet. MCCOLLS will add to the issues that the Residents of Marsh Hill have.

The time that they are proposing to open and closed needs to be revised and the residents need to be informed properly.

Thanks





**Birmingham**  
**Application for a premises licence**  
**Licensing Act 2003**

For help contact  
[licensingonline@birmingham.gov.uk](mailto:licensingonline@birmingham.gov.uk)  
 Telephone: 0121 303 9896

\* required information

## Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

McColls - Erdington

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

MARTIN MCCOLL LIMITED

\* Family name

N/A

\* E-mail

Main telephone number

Other telephone number

☐ Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

☒ Applying as a business or organisation, including as a sole trader

☐ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

Is the applicant's business registered in the UK with Companies House?

☒ Yes

☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

298945

Business name

MARTIN MCCOLL LIMITED

If the applicant's business is registered, use its registered name.

VAT number

GB

246277839

Put "none" if the applicant is not registered for VAT.

Legal status

Private Limited Company

**Continued from previous page...**

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Agent Details**

\* First name

\* Family name

\* E-mail

Main telephone number

Include country code.

Other telephone number

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

☒ An agent that is a business or organisation, including a sole trader

A sole trader is a business owned by one person without any special legal structure.

☐ A private individual acting as an agent

**Agent Business**

Is your business registered in the UK with Companies House? ☒ Yes ☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

*Continued from previous page...*

Your position in the business

Home country

The country where the headquarters of your business is located.

**Agent Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 19**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address    ☐ OS map reference    ☐ Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

**Section 3 of 19****APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- ☐ An individual or individuals
- ☒ A limited company
- ☐ A partnership
- ☐ An unincorporated association
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales
- ☐ Other (for example a statutory corporation)

**Confirm The Following**

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- ☐ I am making the application pursuant to a statutory function
- ☐ I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

**Section 4 of 19****NON INDIVIDUAL APPLICANTS**

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

**Non Individual Applicant's Name**

Name

MARTIN MCCOLL LIMITED

**Details**

Registered number (where applicable)

298945

Description of applicant (for example partnership, company, unincorporated association etc)

Continued from previous page...

PRIVATE LIMITED COMPANY

**Address**

Building number or name   
Street   
District   
City or town   
County or administrative area   
Postcode   
Country

**Contact Details**

E-mail   
Telephone number   
Other telephone number

**Section 5 of 19**

**OPERATING SCHEDULE**

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

Convenience Store:

This unit is being acquired by Martin McColl Limited to run a convenience store as part of their well-established convenience store chain. This convenience store has been designed to serve both the local community and those from further a-field. The convenience store will provide a range of fresh foods, groceries and other products. The convenience store will have a retail area of approximately 1695 sq ft.

Security:

*Continued from previous page...*

The digital CCTV system benefits from a recorder with image retention. Recordings can be made available to Police and other enforcement agencies upon reasonable request. The position of the CCTV cameras on the plan are provisional locations at the moment.

The Operation:

The store will be operated by a manager, assisted by a team of staff. The designated premises supervisor is trained and certified through the APLH training scheme. The manager and/or designated premises supervisor will be responsible for training all staff and keeping and maintaining ongoing training records.

The Challenge 25 trading initiative will also be used supported by the refusals system the store has in place. Refusal records will be kept in an electronic refusal log. The till/scanning system has an age restricted till prompt for all age restricted products. Challenge 25 signage will be displayed throughout the store to advise customers of the Challenge 25 Policy that is in place at the store.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

**Section 6 of 19**

**PROVISION OF PLAYS**

Will you be providing plays?

☐ Yes

☒ No

**Section 7 of 19**

**PROVISION OF FILMS**

Will you be providing films?

☐ Yes

☒ No

**Section 8 of 19**

**PROVISION OF INDOOR SPORTING EVENTS**

Will you be providing indoor sporting events?

☐ Yes

☒ No

**Section 9 of 19**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

Will you be providing boxing or wrestling entertainments?

☐ Yes

☒ No

**Section 10 of 19**

**PROVISION OF LIVE MUSIC**

Will you be providing live music?

☐ Yes

☒ No

**Section 11 of 19**

**PROVISION OF RECORDED MUSIC**

*Continued from previous page...*

Will you be providing recorded music?

☐ Yes

☒ No

**Section 12 of 19**

**PROVISION OF PERFORMANCES OF DANCE**

Will you be providing performances of dance?

☐ Yes

☒ No

**Section 13 of 19**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

Will you be providing anything similar to live music, recorded music or performances of dance?

☐ Yes

☒ No

**Section 14 of 19**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

☐ Yes

☒ No

**Section 15 of 19**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

☒ Yes

☐ No

**Standard Days And Timings**

**MONDAY**

Start

End

Start

End

**TUESDAY**

Start

End

Start

End

**WEDNESDAY**

Start

End

Start

End

**THURSDAY**

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

Continued from previous page...

FRIDAY

Start 06:00

End 23:00

Start

End

SATURDAY

Start 06:00

End 23:00

Start

End

SUNDAY

Start 06:00

End 23:00

Start

End

Will the sale of alcohol be for consumption:

☐ On the premises ☒ Off the premises ☐ Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

NONE.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

NONE.

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

**Name**

First name

DAVID HAROLD

Family name

DAVENPORT



Continued from previous page...

**Enter the contact's address**

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
Personal Licence number (if known)	<input type="text"/>
Issuing licensing authority (if known)	<input type="text"/>

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- ☐ Electronically, by the proposed designated premises supervisor
- ☒ As an attachment to this application

Reference number for consent form (if known)

if the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

**Section 16 of 19**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

NONE.

**Section 17 of 19**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

TUESDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

WEDNESDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

THURSDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

FRIDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SATURDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

NONE.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

NONE.

**Section 18 of 19**

**LICENSING OBJECTIVES**

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

*Continued from previous page...*

List here steps you will take to promote all four licensing objectives together.

A CCTV system with recording facilities will be in place at site and will operate at all times the premise is open for licensable activities. The manager and DPS of the store will be trained in the use of the CCTV system and will be able to show the Police or other relevant officers of a responsible authority images on the CCTV system upon reasonable request (meaning within 24 hours). Images will be retained for a minimum of 28 days and copies of the images can be made available upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

Staff will be trained with regard to their responsibilities in the retail sale of alcohol and regular refresher training (every 6 months) will also be undertaken. Training records can be made available for inspection upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

A till prompt system will be in operation at the store and used for the refusal of all age restricted products.

An electronic refusal log will be operated and maintained and will be produced to a relevant officer of the Police or other relevant officers of a responsible authority upon reasonable request (meaning within 48 hours).

A Challenge 25 policy will be operated at the premise; forms of identification that will be accepted are a valid passport, photo card driving licence and PASS accredited identification card.

The licence holder shall display prominent signage confirming the company's Challenge 25 policy.

Spirits will be located behind the counter.

**b) The prevention of crime and disorder**

A CCTV system with recording facilities will be in place at site and will operate at all times the premise is open for licensable activities. The manager and DPS of the store will be trained in the use of the CCTV system and will be able to show the Police or other relevant officers of a responsible authority images on the CCTV system upon reasonable request (meaning within 24 hours). Images will be retained for a minimum of 28 days and copies of the images can be made available upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

Spirits will be located behind the counter.

Staff will be trained with regard to their responsibilities in the retail sale of alcohol and regular refresher training (every 6 months) will also be undertaken. Training records can be made available for inspection upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

**c) Public safety**

A CCTV system with recording facilities will be in place at site and will operate at all times the premise is open for licensable activities. The manager and DPS of the store will be trained in the use of the CCTV system and will be able to show the Police or other relevant officers of a responsible authority images on the CCTV system upon reasonable request (meaning within 24 hours). Images will be retained for a minimum of 28 days and copies of the images can be made available upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

**d) The prevention of public nuisance**

Staff will be trained with regard to their responsibilities in the retail sale of alcohol and regular refresher training (every 6 months) will also be undertaken. Training records can be made available for inspection upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

**e) The protection of children from harm**

**Continued from previous page...**

Staff will be trained with regard to their responsibilities in the retail sale of alcohol and regular refresher training (every 6 months) will also be undertaken. Training records can be made available for inspection upon reasonable request (meaning within 48 hours) by the Police or other relevant officers of a responsible authority.

A till prompt system will be in operation at the store and used for the refusal of all age restricted products.

An electronic refusal log will be operated and maintained and will be produced to a relevant officer of the Police or other relevant officers of a responsible authority upon reasonable request.

A Challenge 25 policy will be operated at the premise; forms of identification that will be accepted are a valid passport, photo card driving licence and PASS accredited identification card.

The licence holder shall display prominent signage confirming the company's Challenge 25 policy.

Spirits will be located behind the counter.

## **Section 19 of 19**

### **PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £87000	£315.00
Band D - £87001 to £125000	£450.00*
Band E - £125001 and over	£635.00*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £125000	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39999	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

\* Fee amount (£)

### **DECLARATION**

Continued from previous page...

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

\* Date  /  /   
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/birmingham/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

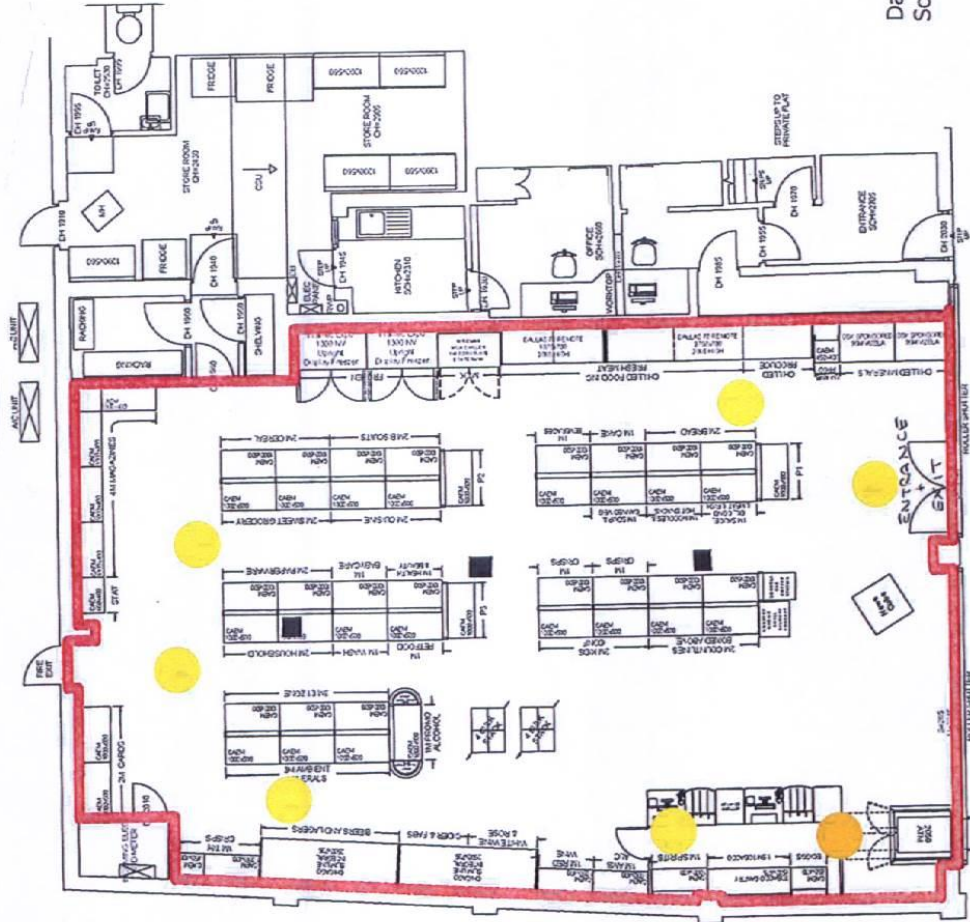
**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**OFFICE USE ONLY**

Applicant reference number	<input type="text" value="McColls - Erdington"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

< Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 Next >

**McColl's**  
**61 Marsh Hill**  
**Erdington, Birmingham**  
**B23 7DS**

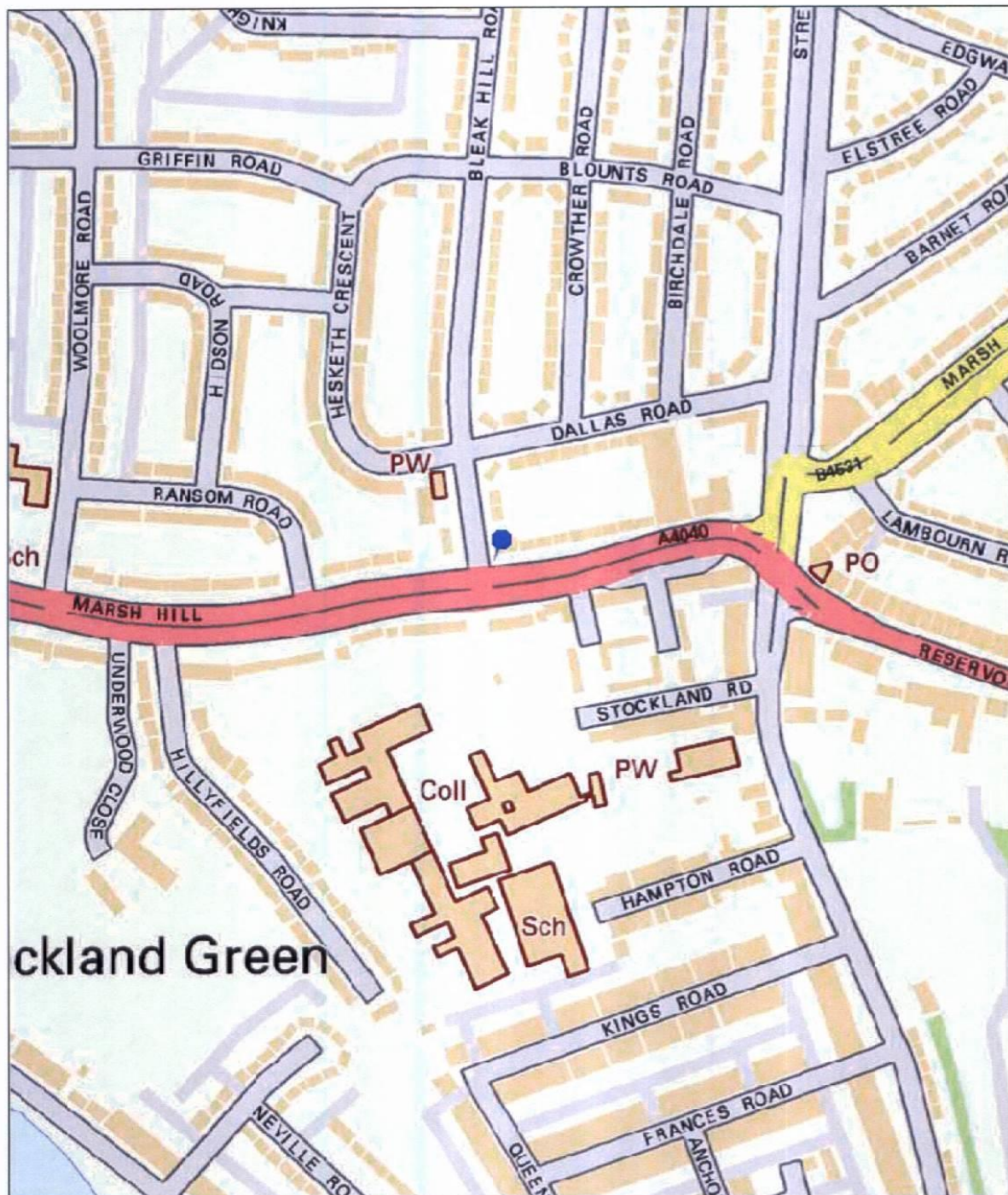


Date: October 2016  
Scale: 1:100

**Key:**

- Fire Extinguishers.
- CCTV.
- Area to be licensed for the sale of alcohol for consumption off the premise.





Map Created By:

Date of Map Creation: 16/11/2016

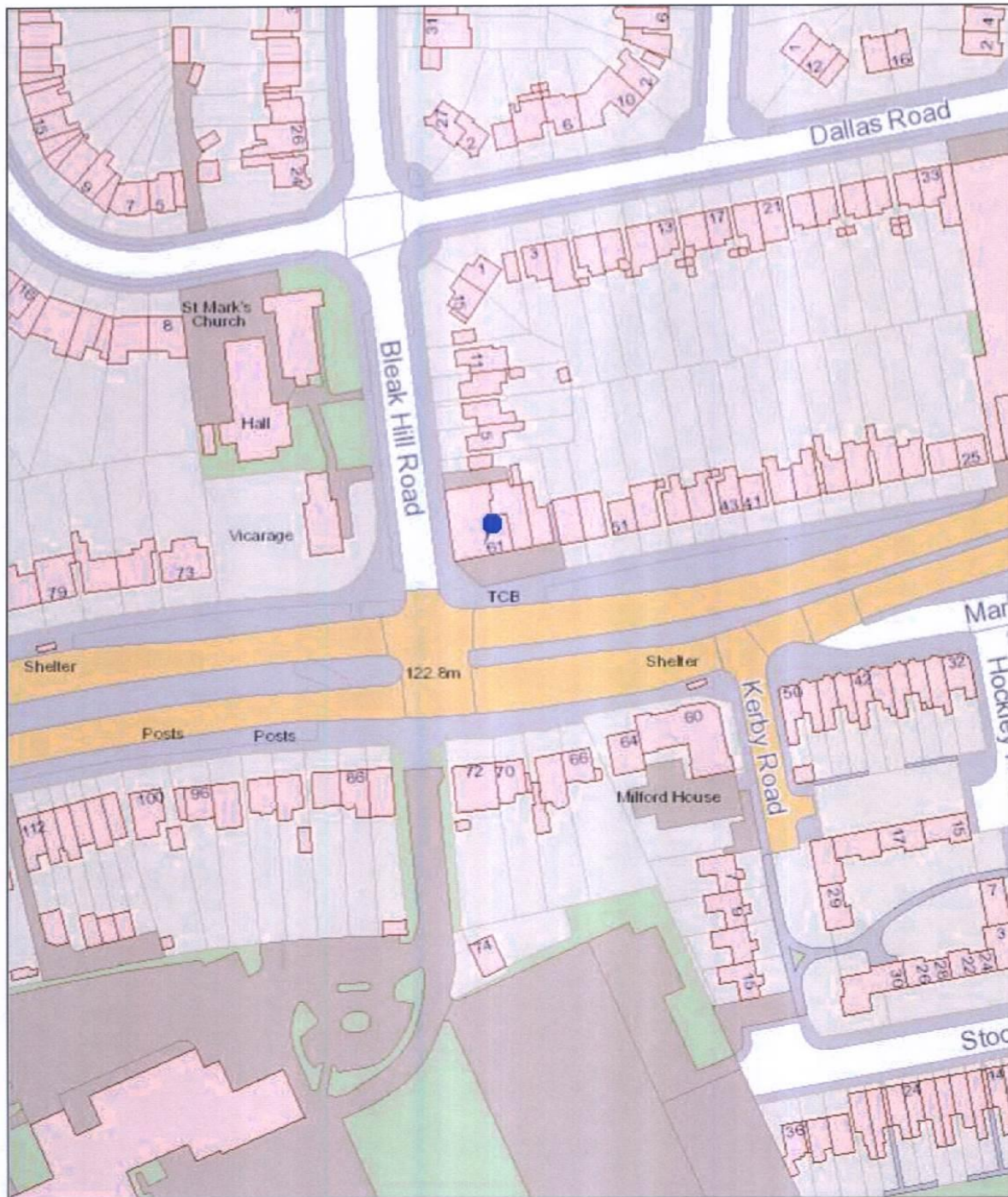
Notes



Scale:  
1:4,000

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Map Created By:

Date of Map Creation: 16/11/2016

Notes



Scale:  
1:1,250

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