

**Application for a premises licence : Mo Wine Shop  
39 Horsefair, Birmingham. B1 1DA**

**22 January 2024 1000 hrs  
Documentation lodged on behalf of the Premises Licence Holder**

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**Acting for the Premises Licence Holder, I have given full regard to:**

- The representation made against this application.
- The licensing objectives set out in the Licensing Act 2003.
- The Council's Statement of Licensing Policy.
- The Home Office guidance issued under Section 182 of the Act.

**Attached to this pack are the following appendices:**

- A. Additional Conditions agreed with police licensing
- B. Challenge 25 Poster.
- C. Refusals log
- D. Incident log
- E. Staff training log
- F. DPS Authorisations
- G. LA2003 Signage
- H. Till prompt
- I. Response to those who have objected.

Rob Edge (Director)  
Licence Leader Ltd. (Birmingham/Hertfordshire)  
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**Mo Wine Shop. Additional conditions agreed with  
Mark Swallow of West Midlands Police Licensing on 04/12/2023**

1. An incident log and refusals log will be maintained at all times and will be checked and signed off by the DPS at regular intervals. These logs will be made available for inspection by any Responsible Authority, upon reasonable request.
2. No single cans/bottles of beer or cider will be sold at any time. Receipts for all purchases from the wholesaler will be retained at the premises and made available for inspection by any Responsible Authority.
3. If the DPS / premises licence holder is not on site, there will be a member of staff left in charge of the premises who will have enough knowledge of the business to liaise with any of the responsible authorities as required.
4. The premises will not supply any form of drinking vessel to customers that are purchasing alcohol.
5. All off sales are only permitted in sealed containers No beer, lager cider or spirit mixtures over 5.5% ABV to be sold.
6. No miniature bottles of spirits to be sold Till prompts to be activated on all alcohol sales (Electronic or otherwise) As soon as possible, from the grant of this licence, the premises shall join the local Pubwatch, or other local crime reduction scheme approved by the police.
7. The Premises Licence Holder will ensure that the disturbance caused to the public is kept to a minimum, signage will be placed in a prominent place asking customers to respect our neighbours, and not to loiter at the front of the premises. This must be strictly controlled by the Premises Licence Holder at all times when the premises are open. The premises staff will ensure that the frontage of the premises is checked regularly for litter and rubbish, clearing any debris away. No rubbish, including bottles, shall be moved, removed, or placed in outside areas between 2200 hours and 0800 hours.
8. All staff to be trained in the prevention of underage sales to a level commensurate with their duties. All such training to be updated as necessary, for instance when legislation changes, and should include training on how to deal with difficult customers. The training should be clearly documented and signed and dated by both the trainer and the member of staff receiving it. The documentation shall be available for inspection on request by any Responsible authority.
9. The premises licence holder or DPS will conduct pre-opening checks of the premises to ensure that there are no risks to patrons and that all safety precautions are in place. The licence holder will ensure that all staff receive appropriate training.
10. The licence holder would ensure that all staff are aware of their social and legal obligations and their responsibilities regarding the sale of alcohol. These training records will be retained at the premises, and staff training will take place twice per year. All safety certificates and inspection reports will be kept on site and made available to Responsible Authorities upon request.

11. A Fire Risk Assessment will be held by the Premises licence holder at the premises and made available for inspection at reasonable request.
12. Challenge 25 Signage shall be displayed prominently throughout the premises. A challenge 25 policy is in place and only recognised forms of ID will be accepted. {PASS accredited ID, passport, or photo driving licence}.
13. A minimum of two members of staff shall be on duty at the premises from 2200 hrs until the premises closes.
14. If for any reason the CCTV hard drive needs to be replaced the previous / old hard drive will be kept on site for a minimum of 31 days and made immediately available to any of the responsible authorities on request. The CCTV will be checked to ensure that it is working each week. This information will be stored for 12 weeks and made available to any of the responsible authorities on request.

Example of the Challenge 25 Posters – Prominently displayed at the premises.



**UNDER 25?**

ACCEPTABLE FORMS OF ID:

- > CARD
- > BEADING
- > THE PASS
- > HOLOGRAM
- > PHOTOGRAPHIC
- > DRIVING LICENCE
- > PASSPORT

**IF YOU ARE LUCKY ENOUGH TO LOOK UNDER 25 YOU WILL BE ASKED TO PROVE THAT YOU ARE AGED 18 OR OVER WHEN YOU BUY ALCOHOL**

**IF YOU ARE UNDER 18 YOU ARE COMMITTING AN OFFENCE IF YOU ATTEMPT TO BUY ALCOHOL**

BEER & PUB ASSOCIATION [drinkaware.co.uk](http://drinkaware.co.uk)  
for the facts about alcohol

[WWW.CHALLENGE25.ORG](http://WWW.CHALLENGE25.ORG)

**<25**



Example of the Incident Log being utilised at the premises.

## Incident Log Book

### Mo Wine shop

**Please use a separate page in this log for each incident.  
Do not put yourself or staff at risk, call 999 or 101 when  
appropriate.  
Staff should write an entry whenever an incident occurs.**

<p>Licence Leader Alcohol Licensing Services <a href="http://www.licence-leader.co.uk">www.licence-leader.co.uk</a> Mobile. 07962917819</p>
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Incident Report Log			
Date of incident		Time of incident	
Location		Value of Losses/Damage	
Description of Incident			
Images available	YES/NO	Are still images available	YES/NO
Was it reported to West Midlands Police	YES/NO	Crime Number	
If reported to West Midlands Police, was it reported at the time of incident or afterwards:-			
Which staff member was involved with this incident			
What further action has been taken by Premises Licence Holder			
Final comments:			

**Licensing Act 2003 - Staff Training**

Training delivered to all staff will include, not least the following list below, and should also include the fact that staff fully understand all of the content.

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a Premises Licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the Personal Licence Holder or responsible person aged over 18
➤ The premises Licence holder must display the premises licence inside the premises in a public place
➤ If you are not sure that the customer is 18, ask for proof of age, use the Challenge 25 scheme. If you are not sure, refuse the sale and record in the Refusals Log
➤ Make sure you know the hours allowed within the licence for the sales of alcohol.
➤ Ensure you know all of the conditions within the operating schedule of the premises licence.
➤ Make sure the CCTV is always on and working when the premises is open and trading.
➤ Never serve anyone who is drunk
➤ Always offer 'free' water to anyone who has drunk too much
➤ No alcoholic drink shall be sold for consumption off the premises.
➤ No persons carrying open bottles shall be admitted to the premises at any time.
➤ A record of staff training in relation to the sale of alcohol will be kept on the premises and available to Police or Licensing Authority on request.

**Staff that have been trained must sign below to confirm they have received and understood the training.**

<b>Name</b>	<b>Date</b>	<b>Signature</b>	<b>Comments</b>

**Signed by the DPS.**

<b>Name (Print)</b>	
<b>Signature</b>	
<b>Date</b>	

**Designated Premises Supervisor (DPS)  
Authorisation for Sale/Supply of alcohol**

I am the Designated Premises Supervisor (DPS), and the holder of a Personal Licence and I am the person in a position of authority at the premises.

I hereby authorise the following named personnel to sell and supply alcohol, to comply with the Licensing Act 2003.

This being either when I am present on the premises or in my absence. I can always be contactable on the following telephone number: .....

**Names of Authorised persons:**

I, being a person named below am aware of and accept my responsibilities under the Licensing Act 2003 and will endeavour to comply in accordance with the licensing law and the licence conditions attached to the premises licence.

Name	Personal Licence Number (If Applicable)	Date	Signature

**Designated Premises Supervisor - Authorisation.**

<b>Name:</b>	
<b>Personal Licence Number:</b>	
<b>Signature:</b>	

**Reminder for training**

➤ It is illegal to sell alcohol to anyone under the age of 18.
➤ It is illegal to sell alcohol to anyone 18 or over if they are buying on behalf of someone under the age of 18.
➤ All premises that sell alcohol must have a premises licence and a Designated Premises Supervisor
➤ Staff under the age of 18 must not sell alcohol unless each sale has been approved by the personal licence holder or responsible person aged over 18
➤ It is illegal to sell liqueur chocolates to anyone under the age of 16
➤ If you are not sure that the customer is 18 (alcohol) or 16 (liqueur chocolates, ask for proof of age
➤ I recommend you use a Challenge 25 scheme
➤ If you are still not sure, refuse the sale and record in the Refusals Log
➤ The premises Licence holder must display the premises licence on the premises in a public place

Example of the Signage being utilised at the premises.



As a backup to an electronic till prompt, this will be placed beside the till.

TILL PROMPT -- CHALLENGE 25

Does the person buying alcohol look under 25 .

**Check ID.**

Enter in "Refusals Log" if sale is refused.

**From:** Rob Edge. (Agent for the applicant)  
**Licence Leader Ltd (Birmingham/Herts)**  
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Mob. 07982917819



**Dated** 10 January 2024

**To:**

**CC.** Licensing Authority  
Bhupinder Nandhra

*Dear ,*

**Premises Licence Application- Licensing Act 2003. Mo Wine Shop.**

Thank you for your correspondence, Firstly, to introduce myself, I am the licensing agent acting on behalf of the applicant for this premises licence.

As your representations to the application for this premises licence has been forwarded to me by the Licensing Authority, I am responding and hope to answer your questions, and allay any concerns you may have initially had:

My client is a very responsible operator and reputable business person, who has recently taken over this premises.

In response to the points, you have raised, I will cover these below by bullet point:

- The number of premises in area can only be a consideration when they fall within a Cumulative Impact Zone – commonly known as a CIZ. This is not the case for this premises.
  - The applicant has met with West Midlands Police licensing and has agreed a large number of additional conditions to be added to the operating schedule – the Police have now said that they do not intend to object to this application.
  - The operating schedule for this application contains very robust conditions, to evidence that they have listened to the concerns raised in relation to the application.
- a. To ensure that the premises uphold all of the four licensing objectives, the applicant will ensure that the following policies are fully implemented and adhered to:
- Staff training in accordance with the Licensing Act 2003.
  - Licensing Compliance Pack:
    - Refusals log
    - Staff Training
    - DPS Authorisations

-Challenge 25

-Signage.

- b. This is a new premises licence application and must be judged on its own merits, and we are hopeful you will see that the owners wish to work in harmony with their neighbours, although these are the hours they have applied for, they will not necessarily be fully utilising them on a daily basis.
- c. While it may be challenging to have direct control over such noise, there are steps we can take to minimize its impact and demonstrate our commitment to addressing these issues.

Such as:

- **Communication and signage:** Clearly communicate to patrons and visitors the importance of maintaining a respectful noise level when arriving at or leaving our premises. (verbally by staff and with signage)
- d. It should be noted that the Premises Licence Holder intends to implement effective training, operational systems, and robust policies to a high level in the pursuit of good practice, and due diligence.

**Can I ask that, given the information above, you will now consider withdrawing your objections to this application.**

**Please feel free to contact me if you require any further information in relation to the application.**

Kind regards

Signature redacted

Rob Edge (Director) Licence Leader Ltd