



MARYVALE NEWS
NEWSPAPERS
MAGAZINES
CONFECTIONERY
LOTTERY
SCRATCH CARDS
GREETING CARDS

NEWS • GROCERY • LOTTERY
DRINKS • GREETING CARDS

NEWSPAPERS
MAGAZINES
CONFECTIONERY
LOTTERY
SCRATCH CARDS
GREETING CARDS
DRINKS
GROCERY
SANDWICHES
ICE CREAM

Sainsbury's

WARKLETT
ASHPT





ALCOHOL
RESTRICTED AREA
The police have powers
to restrict drinking in
public in this area

auto-pond
SHO
121
Unleac
Diesel

Mail

SALE
STYLLER

20/8/2015

Maryvale News
87 Maryvale Road
Birmingham
B30 2DP

Dear Sir/Madam,

We have been established to provide support to independent community retailers of tobacco. As a part of this, we commission mystery shopping exercises to monitor compliance and identify any retailers that may be 'at risk' of selling tobacco product to under-18's. These exercises are commissioned and funded by the UK tobacco industry as part of their commitment to social responsibility. Around one-in-five retailers are selected each year at random for a check.

Our mystery shoppers are independently employed by Serve Legal, who are specialists in the field. They have recently visited your store and you can see the results of that in the enclosed report. It is important to remember that their mystery shoppers are all over 18 and so, whatever your result, no laws have been broken by you or your staff. However, if you were to fail a test purchase carried out by trading standards officers, the penalties can be severe including fines and restrictions on your ability to sell age restricted products. The mystery shopping approach is fully explained at www.servelegal.co.uk.

Visit Result **"COMPLIANT"** - If your visit result is compliant, congratulations. This is great news for your team as it means that your staff properly challenged the mystery shopper for their ID before completing the transaction. You should keep this letter safe, as it may be useful evidence of your diligence. It is also a great opportunity to congratulate the member of staff involved.

Visit Result **"AT RISK"** - This is your second "At Risk" notification and we advise that you should use this letter to remind your staff about your policies for checking ID. As part of our commitment to you we will now be providing you with support **FREE-OF-CHARGE**. This compliance support is provided by our specialist team at Under Age Sales Ltd who will contact you in the next few days to arrange a convenient time for one of their Compliance Advisors to visit. Alternatively you can contact them on the number below or visit their website at www.underagesales.co.uk.

If you have any questions about the work of the Responsible Tobacco Retailing Fund, our contact details are below.

Best Regards,

Responsible Tobacco Retailing Team



Responsible Tobacco Retailing Fund is a collaboration of the UK Tobacco Manufacturers to provide support and assistance to community retailers. It is administered by Under Age Sales Ltd a company registered in England and Wales at Broadstone Mill, Broadstone Road, Stockport, SK5 7DL Reg No 07357348 VAT Registration GB 996 2087 72

Responsible Tobacco Retailing Fund | Broadstone Mill | Broadstone Road | Stockport | SK5 7DL
www.responsibletoobaccoretailing.com | E: info@responsibletoobaccoretailing.com | T: 0345 257 0018

Site Review

Premises Details

Premises Name	Maryvale News
Address 1	87 Maryvale Road
Premises City	Birmingham
Post Code	B30 2DP

Site Details

Store Code	A18334000009
Org Level 1	125G

Visit Details

Actual Date of Visit	17/08/2015
Actual Time of Visit	1:45 pm
Visit Result	Compliant

Report

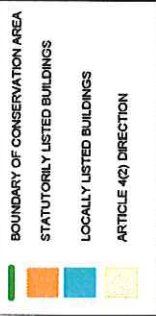
Question	Response
Please give details of the cigarettes purchased (brand and size):	10 Rothmans
Did you make the purchase on its own or as part of a larger shop?	On its own
Did the person who served you ask your age during the transaction?	Yes
Did the person who served you (or their supervisor) ask you for ID?	Yes
Was a supervisor called at any time during the transaction?	No
Was the person who served you working entirely alone?	Yes
Did the person who served you make eye contact with you?	Yes
If eye contact was made, when was it FIRST made?	Before the transaction
In your opinion, did the person who served you make an assessment of your age?	Yes
How many people were waiting in the queue (if there was no queue, enter 0)?	0
What was the gender of the person who served you?	Male
What was the approximate age of the person who served you?	In their 40's
Please accurately describe the person who served you (include hair colour and style, height and any distinguishing features):	Short dark hair, 5'10".
What was the name of the person who served you (from the receipt or name badge)?	No badge
Were 'Think 21' or 'Think 25' posters next to, hanging above or visible from the till?	Yes
Please name the stores directly on the left and right of the shop or if the shop is in a row of houses, list the house numbers to the left and right of the shop:	Sacha hair
Please use this space to explain anything unusual about your visit or to clarify any detail of your report:	

BOURNVILLE VILLAGE CONSERVATION AREA

NO.8



DATE OF DESIGNATION
17TH JUNE 1971
EXTENDED 7TH OCTOBER 1971 AND
18TH JUNE 1981 AND 14TH JULY 1994
AREA 76.86 Ha. (189.9 Acres)

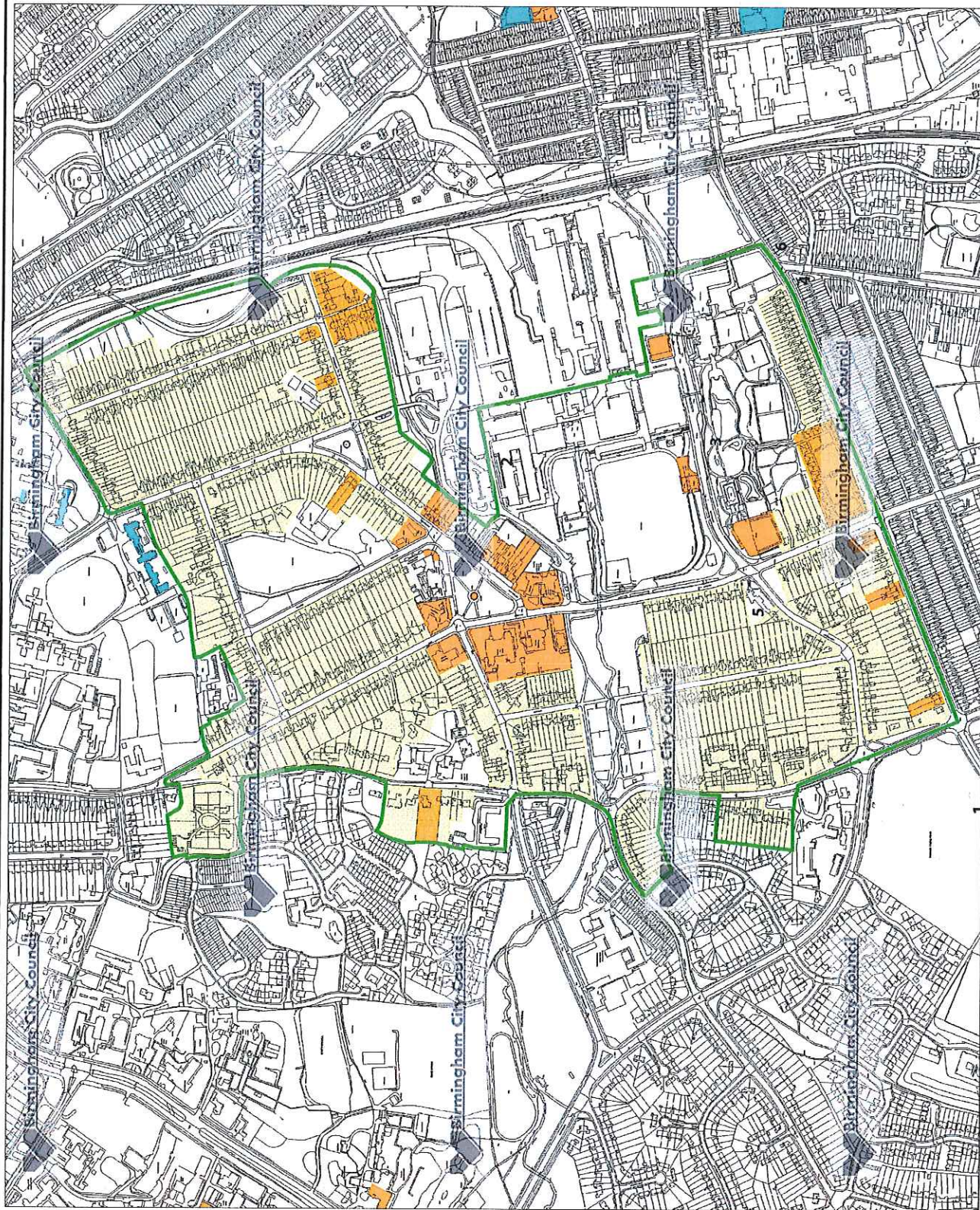


Scale 1:5500



Planning Management
PO Box 26
Birmingham, B1 1TU.
Tel: 0121 303-1115
E mail: planning_conservation@birmingham.gov.uk
www.birmingham.gov.uk

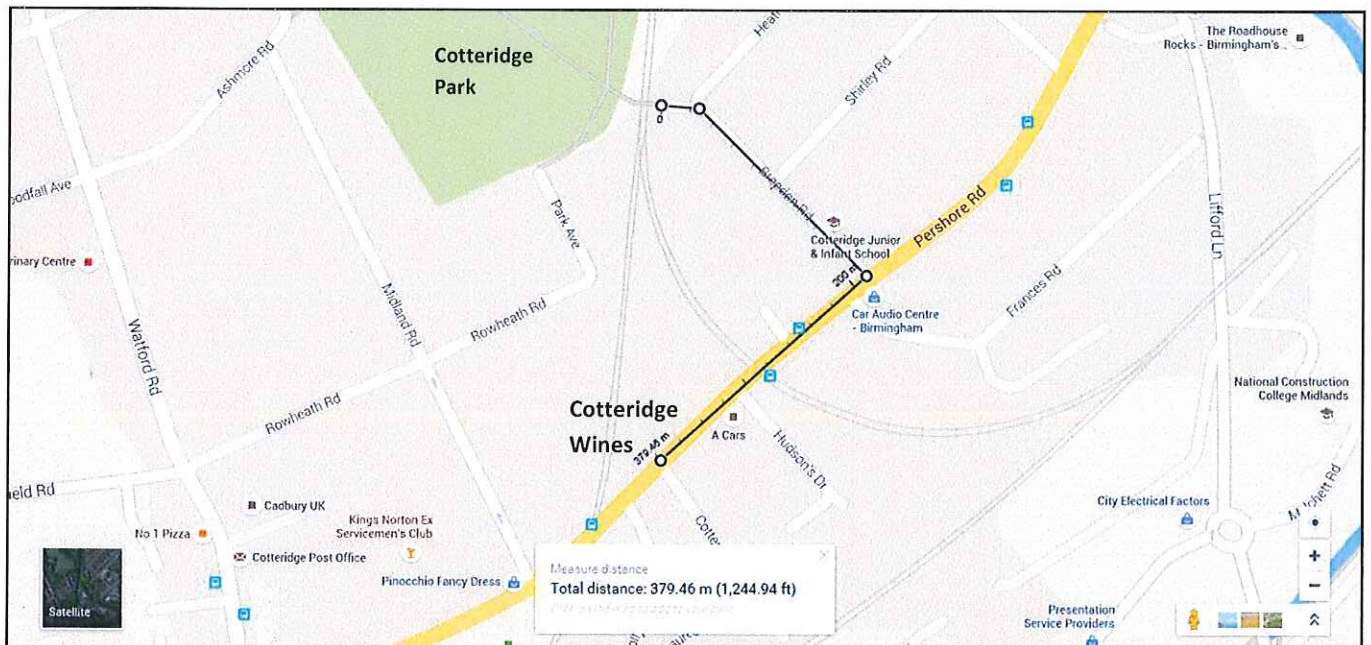
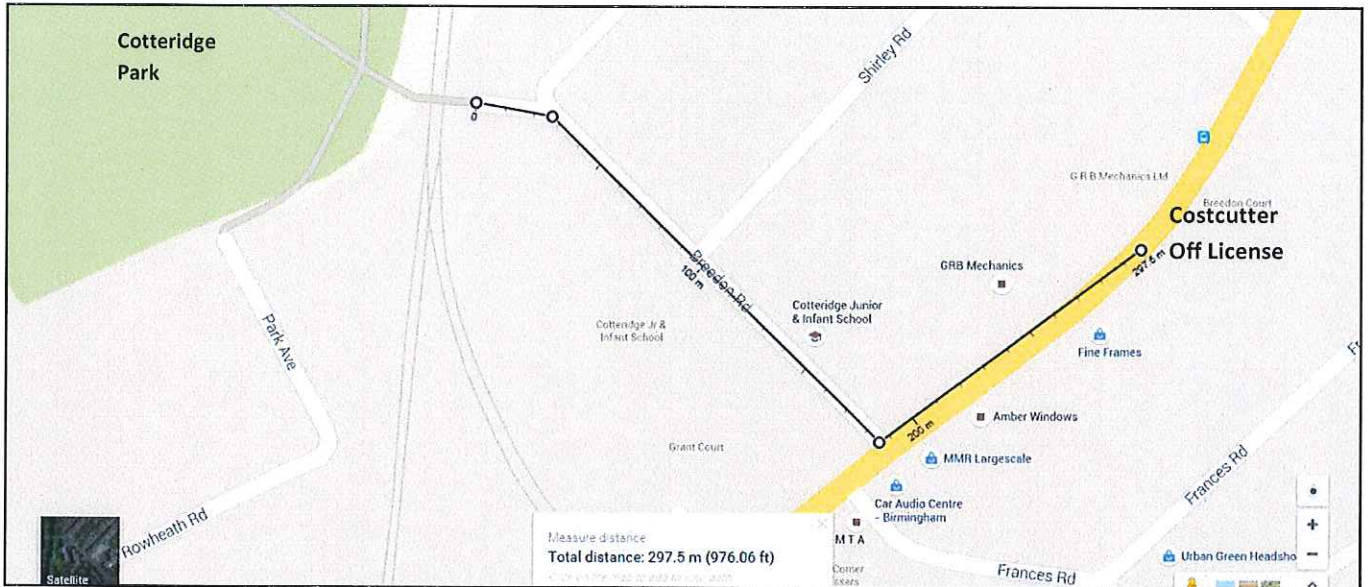
MAP PRODUCED BY GIS TEAM, STRATEGIC PLANNING

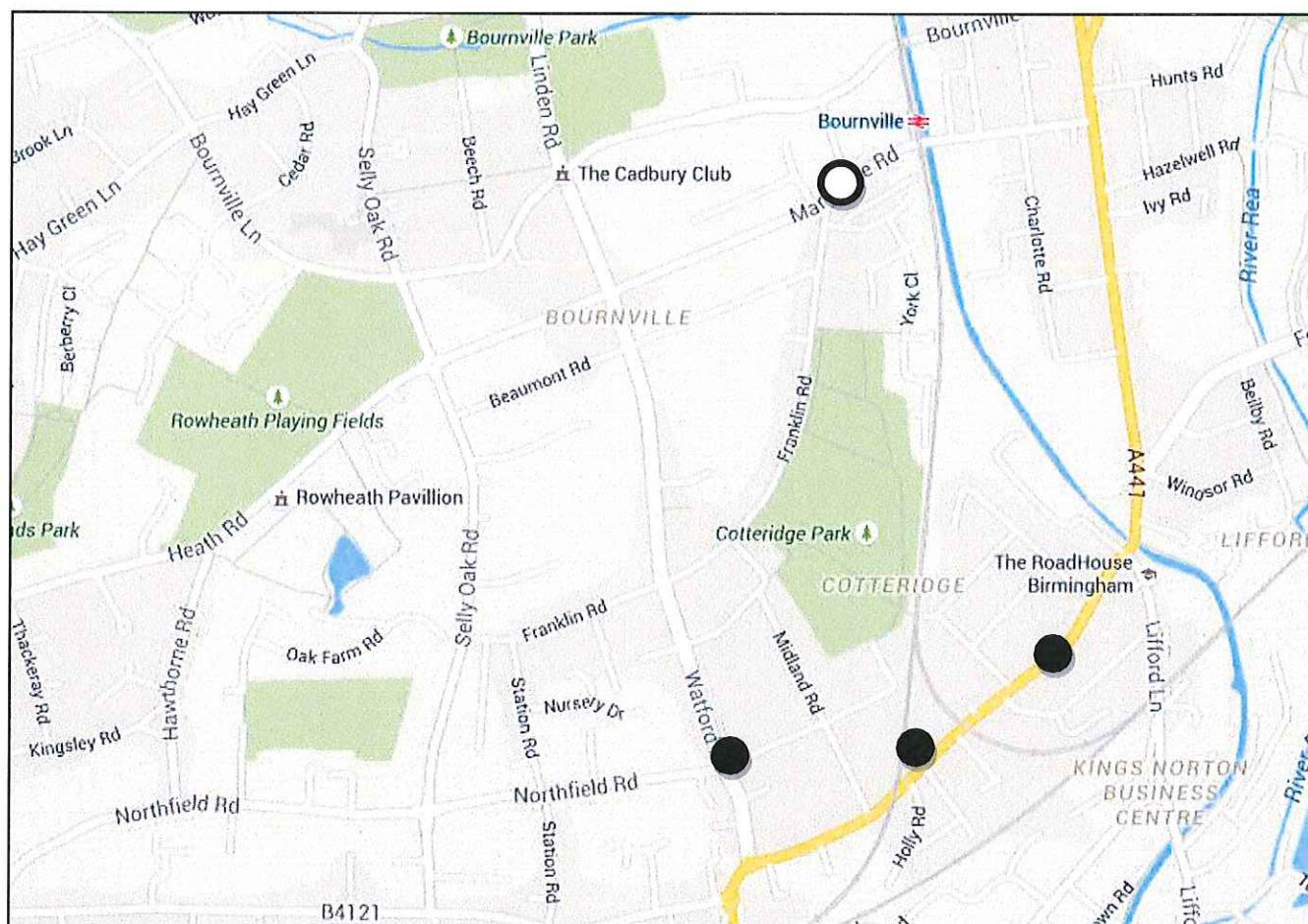
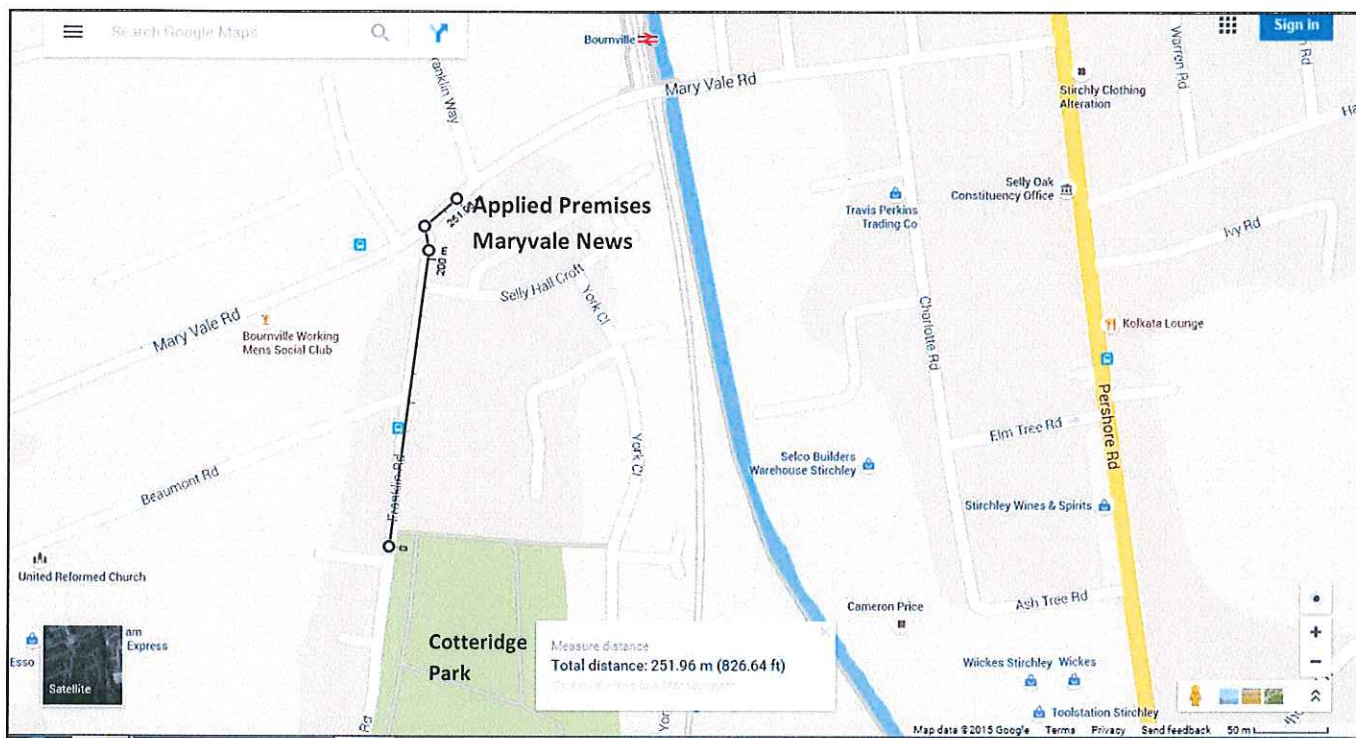


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1. Rowheath Pavilion Ltd (On & Off License)
2. Cadbury World
3. Cadbury Club
4. Bournville Social Club
5. Old Farm Hotel
6. Applied Premises

Distances from Cotteridge Park to current Off Licenses





Solid Circles denote current Off Licenses near the park and Line Circle denotes applied premises.

Supportive Document
①
page 1 of 2

Subject: RE: REGARDING OFF LICENSE
From: Matthew Crowley (m.crowley@west-midlands.pnn.police.uk)
To: kamaljsharma, h.omalley@west-midlands.pnn.police.uk; m.bowen@west-midlands.pnn.police.uk;
Cc: matthew@i
Date: Tuesday, 30 June 2015, 13:58

Hanna,

Today PCSO Bowen visited with Kamal to discuss his plans to apply for an alcohol license. We had no cause for concern and indeed we saw evidence that the sale of restricted items such as cigarettes are already being managed very responsibly. When this application does land with you, please endorse it to the effect that my team are fully sighted on it and have no objections to it.

Kamal,

Please feel free to include reference to this email chain on any future correspondence you may have with the police.

Mike, Matt.

FYI.

Thanks,

Matt.

From: Matthew Crowley
Sent: 29 June 2015 12:59
To: 'Kamaljit Sharma'; Hanna O'Malley; Michael Bowen
Subject: RE: REGARDING OFF LICENSE

Kamal,

Thank you for your email. Our Licensing officer is Hanna O'Malley, I have taken the liberty of including her in this email. Our local officer for that area is PCSO Michael Bowen.

Hanna,

Would you be able to assist Kamal with this enquiry at all.

Mike,

Would you be kind enough to pop in on Kamal and discuss this matter so that we would be in a position to express an informed opinion to any license application.

Kind regards,

Matt.

Matthew Crowley
Police Sergeant 0534
Bournville Neighbourhood Team
Birmingham South Local Policing Unit

From: Kamaljit Sharma _
Sent: 29 June 2015 12:54
To: Matthew Crowley
Subject: REGARDING OFF LICENSE

Dear Mr.Crowley

This is with reference to Mr.Matt Powell Revive & Thrive.

I am a newsagent at Maryvale News, 87 Maryvale Road, Birmingham B30 2DP. As discussed by Mr.Powell, I wish to apply for License to sell alcohol in the shop.

I am outside BVT or Bournville Conservation Area. Is there any restrictions apply at my premises to sell the alcohol.
Would you be kind enough to send someone with whom I can discuss about any potential concerns about the application. I am already selling age restricted products like cigarettes and lottery and never gave any chance to complaint.

Many thanks

Kamal Sharma