

**Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham,
B21 9LR**

Premises Licence application

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Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham, B21 9LR

RSA – retail sale of alcohol

Opening – public opening hours

Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham, B21 9LR						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00
Opening	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00	08.00-20.00

Soho Convenience Store, 129 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00
Opening	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated

International Supermarket, 140-142 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	24/7	24/7	24/7	24/7	24/7	24/7
Opening	24/7	24/7	24/7	24/7	24/7	24/7

S&D Supermarket, 169-171 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00
Opening	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated

Iceland, 210-214 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00
Opening	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00

S&K Wines, 256 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sat
RSA	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00
Opening	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated

Diamond Drinks, 319 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00
Opening	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00	08.00-00.00

Gill Supermarket, 330A Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	08.00-01.00	08.00-01.00	08.00-01.00	08.00-01.00	07.00-01.00	07.00-01.00
Opening	08.00-01.00	08.00-01.00	08.00-01.00	08.00-01.00	07.00-01.00	07.00-01.00

5 Star Supermarket, 333 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00
Opening	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00	08.00-02.00

Stop & Save Supermarket, 344 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00
Opening	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00	08.00-23.00

Oasis, Supermarket & Off Licence						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	24/7	24/7	24/7	24/7	24/7	24/7
Opening	24/7	24/7	24/7	24/7	24/7	24/7

Lidl, 397 Soho Road						
Activities	Mon	Tues	Wed	Thurs	Fri	Sun
RSA	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00
Opening	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00	07.00-23.00

Premises Licences along Soho Road (off sales only)

Premises Licences in existence	End of calendar year...	
10	2005	10 granted, 0 terminated
11	2006	1 granted, 0 terminated
11	2007	0 granted, 0 terminated
13	2008	2 granted, 0 terminated
15	2009	3 granted, 1 terminated
15	2010	1 granted, 1 terminated
14	2011	0 granted, 1 terminated
15	2012	1 granted, 0 terminated
15	2013	1 granted, 1 terminated
11	2014	0 granted, 4 terminated
13 (11)*	2015	2 granted, 0 terminated (2 suspended & remain so)*
14 (12)*	2016	1 granted, 0 terminated
15 (13)*	2017	1 granted, 0 terminated
14 (12)*	2018	0 granted, 1 terminated

Staff induction training pack
for licensing

Clearance Zone & Post Office
206 Soho Road
Handsworth
Birmingham
B21 9LR

This training is for all members involved in selling alcohol and is intended to form part of their induction training.

A) Training aim

To ensure every staff member is trained in:

- The premises' age verification policy;
- Dealing with refusals of sales;
- Preventing proxy purchasing;
- Recognising valid identity documents; and
- Identifying signs of intoxication.

B) Trainer brief

1. Allocate an appropriate time slot to spend with each staff member. A 15 minute minimum is anticipated.
2. Follow the training steps with each staff member – this is to be 'one on one' only.
3. Ensure everyone signs the training sign off sheet at the end of the training and place this with the training records.

C) Training - consequences of underage sales /sales to persons who are drunk

Discuss that under no circumstances can alcohol be sold to persons aged under 18 years or to persons who are drunk.

This is the law and there are no exceptions to these as both are criminal offences.

Staff must therefore take all possible steps to make sure that these do not happen.

Discuss the consequences of allowing such sales to take place at the premises and that preventing such sales is vitally important in promoting the licensing objectives of:

- prevention of crime and disorder;
- public safety;
- prevention of public nuisance; and
- protection of children from harm.

1. Legal implications for Seller of alcohol (i.e. the staff member)

- Fixed penalty notice (£90) for seller; or
- Prosecution for seller (Court can impose unlimited fine for under aged sales and £1,000 fine for selling alcohol to a drunk person); and/or
- Disciplinary for seller – potentially resulting in dismissal

2. Legal implications for business

- Prosecution for business; and/or
- Review of premises licence for not promoting the licensing objectives.

It is also a criminal offence to knowingly allow the sale of alcohol to a child or a person who is drunk. This means that if a staff member witnesses a colleague selling alcohol to such a person and did nothing to prevent it then they have also committed an offence.

Vigilance at all times is therefore crucial.

D) Training – age restricted products

Discuss age restricted products sold at the premises and show the trainee where these are located.

Product	Minimum age to buy
Alcohol	18
Cigarettes / tobacco	18
Lottery tickets	16

E) Training – prevention of under ages sales

1. Challenge 25 policy

Discuss the Challenge 25 policy and what this entails i.e. that ID must be checked for customers that look under 25 when selling them alcohol (and other age restricted products such as cigarettes) and that the sale will be refused if no acceptable ID is produced.

All staff must follow the Challenge 25 Scheme without exception.

Point out the Challenge 25 posters around the premises – use this opportunity to review their location and appropriateness.

2. What forms of ID are acceptable as proof of age?

Discuss what forms of ID are acceptable as proof of age. These must contain:

- photo of customer;
- date of birth of customer; and
- either hologram or ultraviolet feature.

Discuss what forms of ID are accepted as proof of ID by the premises:

- passports;
- photo driving licences;
- proof of age scheme cards carrying the PASS hologram; and
- military ID card.

3. Checking ID

Explain that even then the seller must be vigilant that the ID is neither fake nor borrowed (e.g. from an older sibling or friend etc.)

Explain advisable steps to take when ID has been produced:

- compare photo to the person's face – is it a good likeness?;
- check eye colour of the customer matches the photo. Are there any other distinguishing features such as a birth mark or mole?;
- check the date of birth to ensure the customer is over 18. Does the person look to be around the age stated on the ID?;
- check ID is current and valid. If a card, licence or passport has expired then it is not valid ID;
- ask to see other forms of ID e.g. does the signature on a debit or credit card match the signature on the ID produced?;
- can they replicate the signature on the ID without looking at the document?;
- check for tampering. Does the document appear to be of the expected quality and feel? Are there raised edges around the photo indicating a picture has been added on top of the original?;
- signs of fake ID
 - number or words fuzzy or misspelt;
 - photo has red eye;
 - holograms flake when scratched or do not react when tilted in the light; and
 - bubbles under the lamination.

Further tips for checking a driving licence:

- look for the letters DVLA;
- check the surname and numbers are raised;
- ensure the card has a hologram;
- check the driving licence words (the word 'permit' is an indicator of fake); and
- check the date of birth (a person can have a driving licence before 18).

Explain to the staff member that if in doubt, refuse service.

4. Non-UK ID documents

From time to time staff may need to check ID documents that have been issued by a non-UK country.

Clearly, staff cannot be expected to know what all the passports, driving licences and other ID from around the world look like.

Explain the steps already advised to check that ID is genuine should also be undertaken in these situations.

Explain to the staff member that if in doubt, refuse service.

F) Training – prevention of sales of alcohol to persons who are drunk

1. Signs of drunkenness

Alcohol is always intoxicating. People become more intoxicated when they consume alcohol quicker than their body can expel it.

Explain that there is no legal definition of drunkenness. However, there are many different signs of drunkenness, including but not limited to:

- poor co-ordination;
- changes to normal speech patterns such as
 - slurred speech;
 - talking too loudly;
 - talking too fast;
- slower reactions;
- having difficulty understanding what is being said to them;
- being unable to maintain eye contact;
- unusual walking patterns such as staggering or losing balance easily;
- behaving highly emotional, aggressive, withdrawn or overly affectionate;
- glazed and/or bloodshot eyes;
- heavy sweating;
- smelling strongly of alcohol;
- slowed breathing;
- nausea and vomiting; and
- loss of consciousness.

Explain that if staff believe a person to be drunk then they must not be served any alcohol.

However, it is important to realise that certain illnesses, injuries or disabilities can replicate many of the above signs so a polite approach must always be undertaken.

If it is believed that the person's actions might be due to a medical episode (such as a stroke or hypoglycaemia) then emergency medical assistance should be sought.

2. What to do if a person is suspected to be drunk?

Reiterate that persons suspected of being drunk must be refused service of alcohol and that it is a criminal offence to serve them.

G) Training - proxy sales

1. What is a proxy sale?

Explain that staff should also be alert to the risk of 'proxy sales' that is

- an adult (or other person) buying alcohol or other age restricted product for someone aged under 18 (or under 16 for a lottery ticket).

2. Potential signs of proxy purchasing relating to underage persons

Explain that signs of proxy purchasing relating to underage persons include:

- the buyer passing an alcoholic drink or other age restricted products to someone who appears to be underage;
- a young person choosing an alcoholic drink or other age restricted product that someone else pays for;
- when there are more alcoholic drinks or other age restricted products purchased in one go than there are people of legal age to consume them; and/or
- when you have already refused a sale to a group member and another person from the same group then tries to buy an alcoholic drink or other age restricted product.

3. What staff should do?

Explain that if staff suspect proxy purchasing is taking place then the sale should be refused unless all members of the group can provide acceptable photographic ID in line with the premises' age verification policy.

H) Training - refusals

1. Handling refusals

Explain that refusing service of alcohol (or other age restricted product) to a person suspected of being under 18 and/or drunk must be done in a polite, tactful and professional manner in order to reduce the possibility of the person reacting to the refusal badly.

Staff should:

- remain calm but suitably assertive;
- explain that the law prevents the sale being made and that they may be fined or prosecuted if they did so. If the refusal relates to an underage sale it may assist to point to the Challenge 25 posters; and
- not change their mind once the decision to refuse has been made unless there is a compelling reason to do so.

If the person becomes aggressive then staff should:

- try to keep the service counter or some form of barrier between them and the aggressor;
- use relaxed body language, with open handed gestures;
- avoid prolonged eye contact; and
- seek assistance from an appropriate person be that colleagues or the Police.

2. Completing the refusals log

Demonstrate how to complete the refusals log in the event of a refused sale, including:

- details of the time and date the refusal was made;
- the identity of the staff member refusing the sale; and
- details of the alcohol (or other product) the person attempted to purchase.

Explain this must be completed after every refused sale to prove due diligence in the face of potential prosecutions.

Further, its completion is a condition of the premises licence and therefore a legal requirement and not optional

Explain it should be kept behind the service counter, ideally near the till.

I) Reiterate that under 18s must not be sold age restricted products or alcohol sold to someone who is drunk

Explain that if the shop is caught selling products to underage customers or alcohol to someone who is drunk that the individual seller and business could all be in trouble as covered at the start of the training.

Explain the authorities regularly conduct test purchases to check compliance.

Reinforce that staff should also be alert to the risk of 'proxy sales' – that is an adult (or other person) buying the product on behalf of the under aged person.

Reiterate that if in doubt, refuse the sale.

J) Quiz, staff declaration and refresher training

1. Trainee to complete quiz regarding under aged sales

Print off a copy of the quiz and ask the staff member to complete it.

For any wrong answers provide feedback and ensure errors are understood. If necessary, repeat the relevant section of training again.

If they get more than two answers wrong, take them through the training and quiz again.

Place the completed quiz with the staff member's training records.

2. Trainee to complete 'Staff declaration'

Print off a copy of the 'Staff declaration' and have the trainee read it carefully. Answer any questions they may have.

Request them to add their name and date and sign the form.

Place the completed declaration with the staff member's training records.

3. Refresher training

'Refresher' training in these matters must take place for each staff member at least once every 6 months and records must be kept of this.

This is a legal requirement of the premises licence and so is not optional.

The 'refresher training' process is the same as the initial training provided to a staff member.

Training sign off sheet – licensing

Premises name	Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham, B21 9LR
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[illegible]

Refusal Book Log Sheet

Name of premises: Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham, B21 9LR

Keep a record of any refusals that occur at the premises

Acceptable proof of age documents

1. passports;
2. photo driving licences;
3. proof of age scheme cards carrying the PASS hologram; and
4. military IDs.

Date	Time	Description of individual refused and reason for refusal	Tried to purchase	ID produced (if any)	Refusal logged by: (print name and sign)	Action taken and outcome	Signed off by DPS or deputy (sign and date)

Quiz – underage sales of alcohol

Trainee name	
Date	
Premises name	Clearance Zone & Post Office, 206 Soho Road, Birmingham, B21 9LR

Score:
_____ / 10

Circle your answer(s). One point per correct answer.

Question	A	B	C	D
Circle the age restricted products...	Beer/cider	Cigarettes	Wine	Spirits
To buy alcohol, cigarettes and tobacco a person must be aged...	16	17	18	21
If I sell alcohol to an underage person then...	The business could lose its licence	I could be prosecuted	I could lose my job	A, B and C could occur
If I suspect someone is under age I must...	Ask for ID	Ask how old they are	Sell them the product anyway	Call for my manager
The Challenge 25 policy means...	I must request ID from anyone appearing over 25	I must ask for ID from customers at least 25 times per day	I must request ID from anyone appearing under 25	I must accept any one of 25 types of ID if produced
Which of the following is not acceptable ID...	Passport	Birth certificate	Photo driving licence	PASS card
The customer cannot produce any acceptable ID, I must...	Refuse the sale	Accept the ID	Sell them the product anyway	Call for my manager
Signs of possible drunkenness include...	Slurred speech	Unusual walking patterns	Smelling strongly of alcohol	A, B and C
If I believe someone is drunk and they try to buy alcohol I must...	Check their ID	Refuse the sale	Sell them the product anyway	Call for my manager
If I refuse a sale I must...	Take no further action	Ban the customer	Call the police	Complete the refusals log

Trainee signature: _____

Staff declaration

Staff member name	
Premises name	Clearance Zone & Post Office, 206 Soho Road, Handsworth, Birmingham, B21 9LR

The sale of alcohol to a child (a person aged under 18) or to a person who is drunk are offences which may lead to a prosecution. Such a sale could also lead to a Review of the premises licence and could result in the licence being suspended or revoked.

The premises licence holder operates an 'age verification policy', in terms of which you must require production of an acceptable proof-of-age document if you are in any doubt as to whether a person seeking to buy alcohol is less than 25 years of age.

Only the following documents are acceptable for proof-of-age purposes:

- passports;
- photo driving licences; and
- proof of age scheme cards carrying the PASS hologram; and
- military ID.

If no such document is produced or if you have a suspicion that the document presented is not genuine, or has been tampered with or has been altered, then you must refuse the sale.

Declaration:

I confirm that I received the training on prevention of under aged sales and prevention of sales of alcohol to persons who are drunk and understand:

- what age restricted products are sold at the store;
- alcohol and tobacco/cigarettes can only be sold to those over 18 years old;
- lottery tickets can only be sold to those over 16 years old;
- the Challenge 25 policy and what this means;
- what forms of ID are acceptable as proof of age;
- that I must refuse service of alcohol to anyone I believe to be drunk;
- that when I refuse a sale of an age restricted product the refusals log will be completed as soon as reasonably practicable.

I understand that failure to comply with my training and selling alcohol to a person under 18 (or other age restricted product to an underage person) or selling alcohol to a drunk person will be treated as gross misconduct and may lead to my dismissal from my employment.

Signed:

Name:

Dated:

Amended Operating Schedule

Licensing Objective	Origin
Prevention of Crime and Disorder	
CCTV will be installed internally and externally. The CCTV installed will be to the specifications and recommendations of west midlands police. The CCTV images, will always be retained for thirty one days and downloadable on request. CCTV will also be recording at all times the premises is open for licensable activity. CCTV times and dates, will be visible and accurate.	Application
The premises will be fully alarmed including a panic alarm button facility	Application
The Designated Premises Supervisor will ensure that any staff involved in the sale of alcohol will have fully recorded and documented training, including six monthly refresher courses using the on-site licensing manual, in respect of their responsibilities under the Licensing Act 2003, <i>with emphasis on the prevention of sales of alcohol to those under 18 and the prevention of sales of alcohol to those who are drunk.</i> This includes any changes of legislation and also similar training in the usage and chronicled storage of CCTV. All training records will be retained and available on site for inspection at any time.	Application / Revision
Public Safety	
The premises will have an approved commercial fire alarm system	Application
The firefighting equipment will have a maintenance contract	Application
Both commercial emergency lighting and smoke detectors will be also installed	Application
Prevention of Public Nuisance	
The designated premises supervisor and the staff, will at all times be vigilant in relation to any litter issues.	Application
Protection of Children from Harm	
Premises will operate a proof of age scheme via acceptable forms of identification and incorporating 'the Challenge 25' policy, with appropriately sited laminated A4 posters and also till prompts	Application
A sales refusal and incident book will be fully maintained and available for inspection at any time. It will also be signed off weekly by the designated premises supervisor.	Application
Non-alcoholic / soft drinks, crisps and confectionery will be situated away from the alcohol display area.	Application
Any alcohol displayed will not be obstructed from the view of the sales assistants.	Application

Proposed extra steps to promote the licensing objectives	Origin
The premises will not sell lagers or ciders above 5.5% ABV	New
A litter bin to be placed within the premises in a location clearly visible to customers.	New
Spirits will be stocked behind the sales counter.	New