

City of Bradford Metropolitan District Council

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Record of a Hearing of the Bradford Licensing Panel held on Monday 18 October 2010 in the Saville Room, City Hall, Bradford

Procedural Items

DISCLOSURES OF INTEREST

No disclosures of interest in matters under consideration were received.

INSPECTION OF REPORTS AND BACKGROUND PAPERS

There were no appeals submitted by the public to review decisions to restrict documents.

Hearing

**Application for a premises licence for Mace Convenience Store, 23 North Parade,
Bradford (Document "C")**



RECORD OF A HEARING FOR AN APPLICATION FOR VARIATION OF A PREMISES LICENCE FOR MACE CONVENIENCE STORE, 23 NORTH PARADE, BRADFORD (DOCUMENT "C").

Commenced: 1410
Adjourned: 1435
Re-convened: 1440
Concluded: 1445

Present:

Members of the Panel:

Bradford Licensing Panel: Councillors Ruding (Chair), Chadwick and Townend.

Parties to the Hearing:

Representing the Applicant:

Mr Naseem Ahmed – Applicant, Mr Nahim Ahmed - Business Partner

Representations:

The licensing officer in attendance summarised the background to the application and valid representations received as set out in the report.

The applicant addressed the Panel and explained that he had been trading at the premises for four years. He believed that the representations received had been made for personal reasons as there had been a dispute about parking by the objectors in front of the premises. The police had been called when the fire exit at his premises had been blocked by other traders. The location of the Mace Store and other businesses in the area was described.

In response to claims made in the letters of representations that customers congregated in the area consuming alcohol the applicant's business partner explained that there was a public seating area to the rear of the premises. This was used by the general public and it would be incorrect to assume it was only populated by the store's customers. They had no authority to prevent people congregating but if customers consumed alcohol in that area they were asked to move on and warned that they would be refused service in the future.

A previous incident where a test purchase had resulted in the sale of alcohol to an underage person had occurred at the premises. An £80 fine had been received and subsequently all staff were trained to adhere to the Challenge 25 policy. The incident had occurred at a particularly busy time when football fans were in the area for the Bradford City game and a member of staff was away through illness. CCTV equipment was utilised at the premises.

Members of the Panel and the Council's legal officer then questioned the applicant and received the following responses:

- CCTV footage was kept for seven days.
- Staff training was provided every three months to ensure compliance with the Challenge Under 25 policy.

- Only valid photographic ID would be accepted in the form of a passport or driving licence from customers who appeared to be under 25 years of age.
- Staff numbers had been increased to four during busy periods. Two staff would serve and two would check the stores, entrances and that CCTV was working.
- The tables and chairs referred to in representations belonged to another business in the area and were not located outside the Mace Store.
- The variation was requested to enable the business to respond to increasing competition in the area and in response to customer demand.
- The business co-operated with the police during the recent EDL demonstration.
- The extended hours requested would not impact on other businesses as they were closed at those times.

The licensing officer in attendance confirmed that failure of a test purchase would result in a warning and a repeat test. No notification had been received that a subsequent underage purchase had been made. No representations had been received from the police.

The applicant was reminded that it was a condition of the current licence that CCTV footage should be kept for at least 28 days and available to the Licensing Authority or Responsible Authority on request.

Decision

That having considered all valid representations made by the parties to the hearing; valid written representations received during the statutory period, the published statement of licensing policy and relevant statutory guidance; the panel grants the application subject to the following additional condition:

That an appropriate proof of age policy, incorporating the principles of the “Challenge 25” Campaign be implemented; incorporating measures to ensure that any patrons wishing to purchase alcohol who may reasonably appear to be under 25 years of age are asked to prove they are at least 18 years old by displaying evidence of their identity and age in the form of a valid UK passport or new style driving licence displaying their photograph.

Reason: To prevent the sale of alcohol to underage persons – protection of children from harm and prevention of crime and disorder.

Chair

Note: This record is subject to approval as a correct record at the next meeting of the Licensing Committee.