

4 September 2021

Ailsa Conced [REDACTED]

Dear Ailsa

**APPLICATION FOR A NEW PREMISES LICENCE  
A M MINI MART, 173 CANTERBURY ROAD, URMSTON, MANCHESTER**

I hope you are keeping well.

The Council have sent me a copy of your recent representation outlining your concerns in respect of the above application.

I'm dealing with the application on behalf of my client, Mr Ali Ahmed, and thought it would be useful if I contacted you to outline the application further and to hopefully overcome your concerns.

As you will be aware, the site is currently empty and it was previously a convenience store, operating as McColls, selling a range of goods including alcohol. The previous licence lapsed – the Council have advised that the previous licence for McColls was issued in September 2016 and was surrendered in August 2020. We are therefore applying for a new licence.

The previous licence had hours of 6am to 11pm daily, which are the same hours as Mr Ali initially applied for. **However, please note that he has reduced the proposed hours for the sale of alcohol to 8am to 10pm daily.**

The new shop will serve the local community selling a wide range of goods including newspapers, magazines, bread, milk, sweets, snacks, dairy goods, cigarettes, soft drinks, household goods, lottery tickets, etc. The proposed alcohol sales would just be a part of the overall business. The focus of the shop will be as a general convenience store which would also offer some alcohol for sale.

The licence application includes a document called an Operating Schedule. This is a really important document submitted by an applicant which outlines the steps to be taken at the shop to promote the licensing objectives. Each of the steps on an operating schedule become legally enforceable licence conditions should the application be approved.

You may not have had sight of the proposed operating schedule for the shop and so I attach a copy for your information. The shop would sell alcohol in a responsible manner and the proposed conditions are detailed and comprehensive including;

a CCTV camera system covering the inside of the shop and the area outside the entrance;

the 'Challenge 25' under age policy to ensure that all measures are in place to ensure that no-one under 18 is able to buy alcohol;

regular staff training;

staff to monitor outside the shop to check that youths aren't congregating causing a nuisance;

staff to check the area outside the shop on a regular basis for any litter, and to dispose of it.

Mr Ahmed will do everything that he can to make sure that the shop runs well and doesn't cause any problems in the community.

For your information, every new premises licence application involves an extensive consultation exercise carried out with the various responsible authorities including the Police, the Councils Licensing Authority, Trading Standards, Environmental Health, Public Health, Child Protection, Planning, etc

**All of these authorities have carefully assessed this application and none of them have submitted any objections. They are all completely satisfied that a licence can be issued.**

In particular, the Police are crucial in terms of new licence applications as they are the Council's main source of information regarding local crime and disorder. The Police are satisfied that this application would not impact on crime and disorder, and that the licence can be granted. We spoke to the Police in advance of submitting the application and they are absolutely fine with this shop being granted a licence. This can of course be confirmed by the Council.

**I am aware that there is another licensed convenience shop on the parade. Please note that the 'need' for a further licence is not something that can be taken into account by the Council. The Council will be able to confirm this.**

**Mr Ali is a responsible person and he wants to work with the local community. As such, he has reduced the proposed hours for alcohol sales to 8am to 10pm daily. These are the same hours as the other shop, Price Cutters at 165 Canterbury Road.**

In terms of litter, notices would be on display in the shop telling customers not to drop litter on the floor, and staff would regularly check for litter outside the shop. Any shops or businesses, regardless of whether they sell alcohol or not, cannot be blamed should people choose to drop litter on the floor - it is a matter for the individual. However, the staff will check outside the shop regularly.

Any existing problems of anti social behavior in the area should of course be reported to the Police. Matters such as youths '*in hoodies on scooters*' is not something that any shop can control, it's a matter for the Police. Unfortunately this type of issue and behaviour seems to be increasing in general, in many areas, but it cannot be attached to or attributed in any way, to a brand new business that just wants to sell some alcohol in a responsible manner.

The licensing law is not a mechanism for the control of anti social behaviour of individuals once they are beyond the direct control of the business (with a premises licence). As I said above, the Police have been fully consulted and they are completely satisfied that this shop can be issued with a licence.

Mr Ahmed will do absolutely everything that he can, within his power and control, to prevent crime and disorder. For example, if the Police wanted to view his CCTV footage then the images would be made available to the Police.

Licensed premises are extremely well-regulated and they must, by law, promote the licensing objectives and fully comply with all of their licence conditions. If they don't, then the Authorities can take action - this includes prosecution, a licence review, revocation of the licence, etc.

The Police and the other Authorities will target any 'problem premises' and take action if something goes wrong. Likewise, if you found evidence of problems at this shop, or indeed any licensed premises, then you can call for the licence to be reviewed by the Council.

I hope the above information is helpful and informative

Mr Ahmed is a responsible person who will make this business a success and not cause any problems. I ask you to give the shop the chance to demonstrate that it will be well run with a licence, that it wont cause or add to any issues in the local community and, importantly, that the shop would fully promote the licensing objectives.

I look forward to hearing from you and please do not hesitate to contact me if you have any queries.

Yours sincerely

***Ian Rushton***  
***JL Licence and Retail***

[Redacted signature]