

**General description and photographs supplementary to the
premises licence application for:**

SHELL TRUMPINGTON

**58 High Street
Trumpington
Cambridgeshire
CB2 9LS**

Contents:

- **Convenience Store overview.**
- **External and internal photographs.**
- **Due Diligence overview.**
- **¼ mile radius plan.**

Convenience Store Overview.

This is a **well established** convenience store site currently going under a refurbishment, traded by **Shell UK Oil Products Limited** with ancillary fuel sales. There are **8** pumps located on the forecourt as well as an ATM machine. **There are no facilities on site for the maintenance and/or sale of motor vehicles.**

The Convenience Store.

The convenience store has a retail area of approximately 800 sq ft. The purpose built store has been designed to serve both the local community along with passing trade. The convenience store operates **06.00 hours to 24.00 hours, seven days per week** under the company's own format. The store stocks a range of **fresh foods and dairy produce, groceries and other domestic products and also offers 'express' lunch facilities. In addition dry fuel products such as BBQ charcoal/kindling/logs are available.** Off sales are a standard and expected feature of the convenience store service.

The Operation.

The convenience store is operated by the Manager **who is also the DPS**, assisted by a **team of full and part time staff.** The Designated Premises Supervisor, is trained and certified through an accredited scheme and is responsible for training all staff utilising the Lockett & Co Due Diligence pack-and keeping complete training records. The **Challenge 25** trading initiative is used supported by the refusals system with records kept in the **Refusals Log.**

Security.

The **internal digital CCTV system** benefits from a **recorder with 31 day image retention.** Recordings can be made available to Police and other enforcement agencies as needed.

Shell Trumpington Convenience Store and Forecourt.

A.



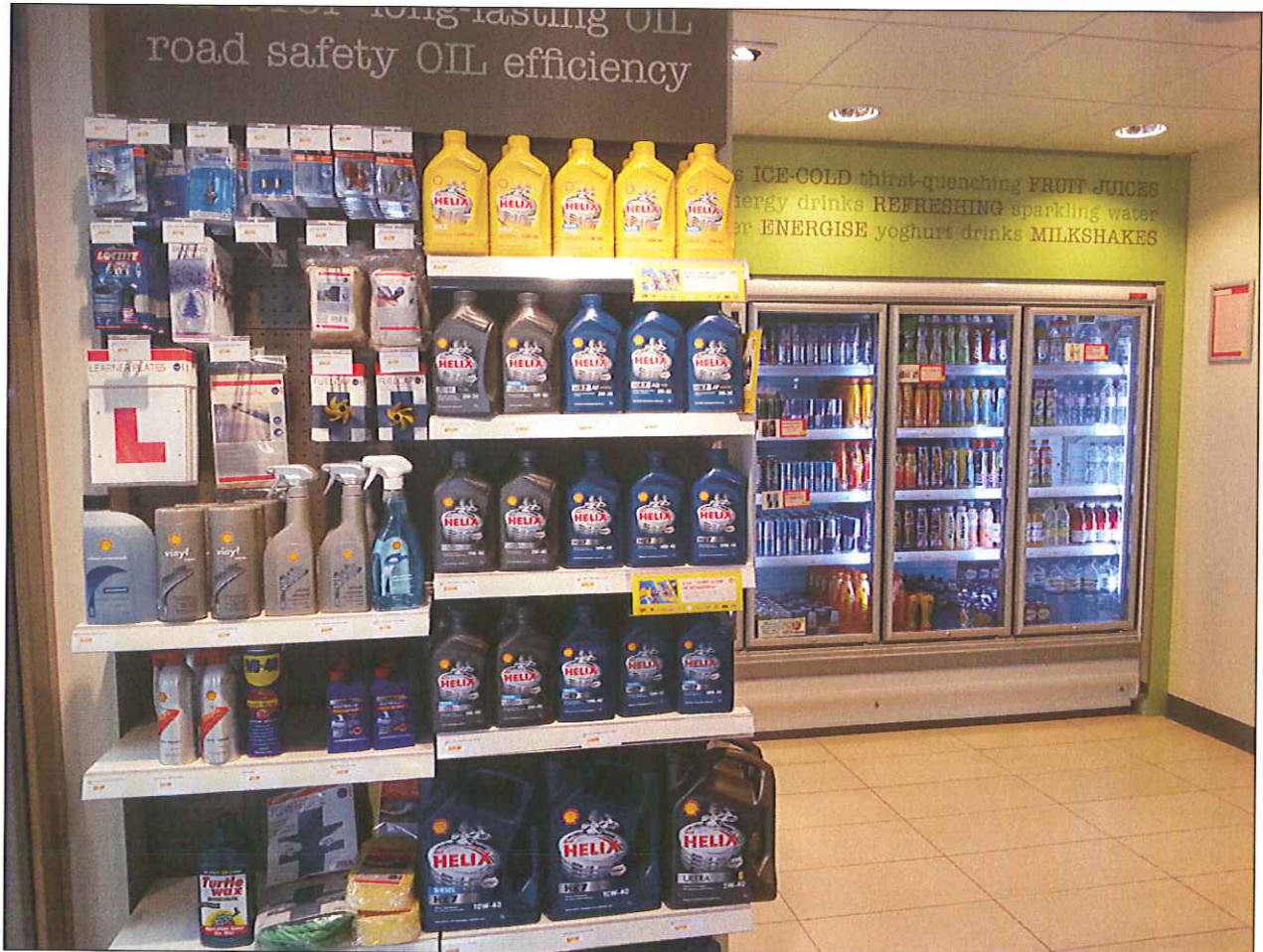
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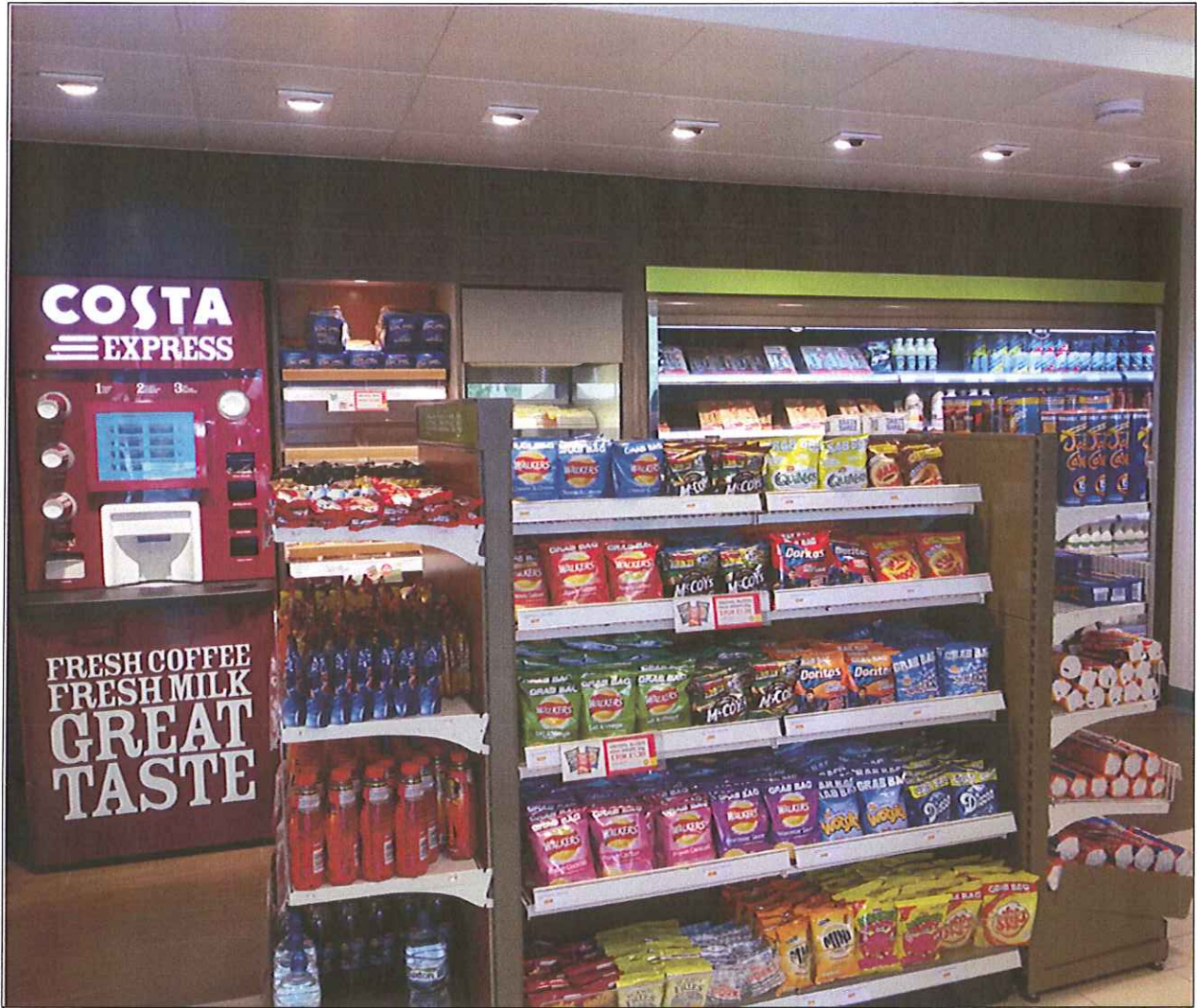
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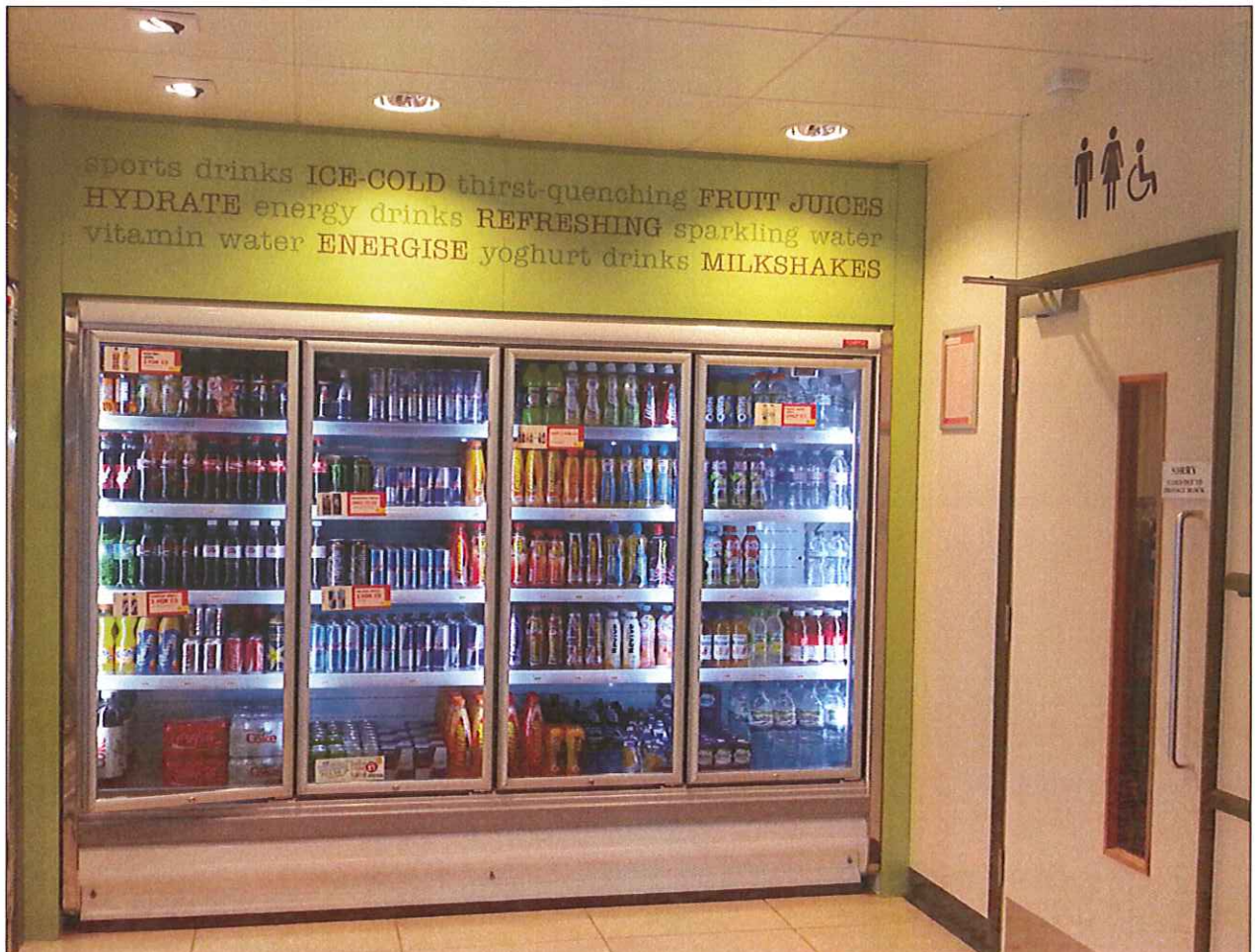
D.



E.



F.



LOCKETT & CO DUE DILIGENCE PACKAGE.

Our due diligence package consists of the following:

1. A Premises Licence Manual:

This consists of all the relevant information you will need regarding your premises licence and what the requirements are under the Licensing Act.

2. Staff Training Manual:

This manual is designed so that you can carry out in house training of all your staff on a regular basis, ensuring that all staff know their legal duties, what the requirements are under the Licensing Act and the penalties if the law is not adhered to.

3. Premises Refusals Log:

This log is where your staff will record any refused sales to customers (for example if they are underage, did not have any ID, etc). This log allows all refusals to be kept in one place. If the Police or Trading Standards ask if you are making the correct ID checks and refusing sales to anyone who is under 18 years of age, you have documented evidence to prove you have been compliant.

If a customer comes into your premise, and you refuse a sale of alcohol or age restricted product, you will need to record this information in this log, including date, time, person who refused service and why.

4. Premises Incident Log:

This log is where your staff will record any incidents that occur in your premises (for example theft, non payment for service, violence, etc).

If any of these incidents or any other relevant incidents occur, you will need to record them in the incident log including details of the event, who was involved, date, time and any other applicable information.

5. Refusals Cards (per 1000 for alcohol):

The cards are for your staff members to give out to customers when they are refused service when trying to purchase alcohol, telling them why they were refused. The use of the card can assist in reducing potential confrontation.

If a staff member refuses to sell alcohol to the customer they will need to tick the reason why on the card, stamp or write the name of the premise on the back and date and sign the card. Once they have done this they can give the card to the customer. They should record the refused sale in the refusal log.

6. Refusals Cards (per 500 for age restricted products):

These cards are for your staff members to give out to a customer when they are refused service for age restricted products, telling them why they were refused.

If a staff member refuses to sell age restricted products to the customer they will need to tick the reason why on the card, stamp or write the name of the premise on the back and date and sign the card. Once they have done this they can give the card to the customer. They should record the refused sale in the refusal log.

7. U 25 Drink Awareness Badges (per 20):

These badges are for staff members to wear, showing customers that they will be requesting ID from anyone who appears to be under the age of 25 when purchasing alcohol. It will inform customers that this is company policy, rather than just a staff member being awkward or unfair requesting ID.

All staff members on the premise should wear these badges.

8. U 25 Drink Awareness Posters (per set A3, A4 & A2):

These posters are for you to display around your premise, portraying the message that anyone who appears to be under the age of 25 will be asked for ID when purchasing alcohol. Again these posters are there to advise customers that this is company policy, and will assist in the prevention of underage requests for alcohol.

These posters should be displayed around the premise.

9. Staff Guide to Selling Alcohol Booklet (per 10):

This small booklet is an easy guide for staff members to refer to regarding their responsibilities with regard to the sale of alcohol. The booklet has been designed so that you can keep it in your pocket or under the counter.

All staff members should be issued with one of these booklets upon completion of training.

Shell Trumpington, 56 High Street, Trumpington, Cambs., CB2 9LS.

1/4 mile radius plan.



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Plan created with Promap by Lockett & Co.

PREMISES LICENSED FOR **OFF SALES** - ¼ MILE RADIUS.

1. Noel Young Wines, 56 High Street.
Hours: Mon-Sat; 09.00-17.00 hours, Sun; closed.
Range: Good Specialist.



2. Waitrose, 50 Hauxton Road.
Hours; Mon-Fri; 07.30-21.00 hours, Sat; 07.30-20.00 hours, Sun;
10.00-16.00 hours.
Range; Good Non-specialist.

