

Measham Parish Council

Sent by email 2 December 2025

Dear Chair and Members of the Parish Council

**APPLICATION FOR A PREMISES LICENCE
NEW CONVENIENCE STORE AT 48 HIGH STREET, MEASHAM**

I write on behalf of my client, Mr Yogeshwaran Ramiah, in respect of his recent application for a new premises licence at the above shop.

The Council have sent me a copy of your representation and I thought it would be useful to contact you to outline the application further in the hope that it may help alleviate your concerns.

This site has been empty for a while and is being fully refurbished with a big investment to become a new general convenience store. The new shop, a family business, will sell a wide range of goods including bread, milk, magazines, snacks, sweets, dairy, soft drinks, household goods, toiletries, baby products etc.

The applicant, Yogesh, is a very experienced operator and a personal licence holder. He would like to offer some alcohol sales to allow the business to provide a complete all-round convenience service. The focus of the shop will be as a general convenience store with the proposed alcohol sales just being a part of the overall business. **This isn't a shop that would just sell alcohol.**

The application proposes a detailed and comprehensive set of licence conditions to promote the licensing objectives including;

a CCTV camera system covering inside and outside the shop;

Using the 'Challenge 25' under age policy to ensure that no-one under 18 is able to buy alcohol and other age-restricted goods;

Regular staff training;

Monitoring the area outside the shop.

I'm not sure if you have had sight of the proposed conditions and so the full set of proposed conditions are shown below for your consideration.

All new licence applications involve an extensive consultation process with the various responsible authorities including the Police, the Licensing Authority, Trading Standards, Environmental Health, Public Health, and Child Protection.

None of the responsible authorities have objected to this application. They are satisfied that the application will not undermine the licensing objectives.

In particular, the Police are crucial 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 local crime and disorder, and they raise no issues to oppose the application.

Likewise, Environmental Health, with deal with potential noise issues, raise no issues.

There are also no objections from any local residents or Local Ward Councillors

The proposed conditions will promote the licensing objectives and I can assure you that Yogesh will of course do everything that he can to prevent any problems for the local community.

For example, steps are proposed to ensure that children under 18 are not able to purchase alcohol. The shop will use the the Challenge 25 policy to prevent underage sales, staff will be well trained, and the shop will keep a record of any refusals to sell alcohol.

The shop will have CCTV covering inside and outside the shop. The CCTV images will be made available to the Police upon request. Staff will do regular litter checks outside the shop. The shop would sell alcohol responsibly and within the law at all times.

By way of a compromise in this matter, Yogesh would agree to an 11pm terminal time Sunday to Thursday, and 12 midnight on Fridays and Saturdays. Let me know if this would be agreeable.

Licensed premises are extremely well-regulated - they must promote the licensing objectives and comply with their licence conditions. If they don't, then the Authorities can take action as necessary – this includes spot checks, enforcement action, prosecution, a licence review, etc,

Licensing is **evidence** based, including new applications. Premises where there is evidence that they are not promoting the licensing objectives face consequences including losing their licence. This allows the well-run premises to trade and provide a service.

I hope the above information is helpful and informative. I ask you to consider this letter and give Yogesh the opportunity to demonstrate that his shop – with a licence - will promote the licensing objectives and not cause any issues. The proposed compromise would appear to be sensible in all the circumstances.

I look forward to hearing from you and if you have any queries please let me know.

Yours sincerely

*Ian Rushton
JL Licensing
07909 511953
Email - ijrushy@hotmail.com*

See the proposed conditions below

Operating schedule/proposed licence conditions

Prevention of crime and disorder

A CCTV camera system capable of providing good quality images in all lighting conditions shall be used. Cameras shall cover inside the shop and the area immediately outside. Images will be retained for a period of at least 28 days and be made available to Police Officers and other authorised officers on reasonable request for evidential purposes, in accordance with the relevant data protection legislation

The CCTV recording equipment shall be kept under the control of the premises licence holder (PLH) and/or another named responsible individual.

There shall be sufficient members of trained staff available to be able to download or view CCTV evidence with the minimum of delay at the reasonable request of an authorised officer.

An appropriate number of staff shall be on duty in the shop - the number of staff on duty will be assessed and determined on a regular basis by the PLH/DPS taking account of any peak periods in terms of sales, volume of customers, etc.

All staff selling alcohol shall be authorised to sell alcohol in writing and a record of the authorisation will be kept in the shop available for inspection.

An incident book shall be maintained to record any incidents of a criminal or anti-social nature, witnessed by staff. The incident book shall be available for inspection at all reasonable times by the Police and other authorised officers.

The premises shall operate a refusals policy as follows - alcohol will not be sold to:

- (1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);
- (2) Any person found to be drinking alcohol in the street;
- (3) Any person who is drunk or appears to be drunk;

- (4) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;
- (5) Any person unable to provide valid ID when requested by staff;
- (6) Any person who is verbally or physically abusive towards staff or customers.
- (7) To any person suspected of trying to buy alcohol for another person(s) who may be under age.

A notice advising customers of the refusals policy shall be on display.

Public safety

No specific risks have been identified under the Licensing Act 2003 (the applicant is aware of the need to comply with other legislative requirements to ensure that the shop is safe)

Prevention of public nuisance

Staff shall be vigilant and monitor the area immediately outside the premises to check that persons do not congregate immediately outside.

A notice(s) will be on display in the premises asking customers to leave the premises quietly

A notice will be on display asking customers not to drop any litter in the street.

Staff will monitor the area immediately outside the premises on a regular basis to check for, and properly dispose of, any litter.

Protection of children from harm

Challenge 25 shall be used. Any person who looks under 25 who wishes to purchase alcohol will be asked to prove their age by producing an acceptable form of photographic ID such as a passport, photo driving licence, military ID and PASS accredited proof of age cards.

Challenge 25 posters shall be clearly on display.

An alcohol refusals register will be used to include details of the date of any refusal, the time, and the reason(s) for refusing the sale. The register shall be made available for inspection.

A notice(s) shall be displayed in the premises where they can be seen clearly to advise customers that it is unlawful for persons under 18 to purchase alcohol or for any persons to purchase alcohol on behalf of a person under 18 years of age.

All staff to be trained prior to serving alcohol. The training will cover the prevention of underage sales and any other relevant matters. Training will be refreshed every 12 months, records will be kept and be made available to responsible authorities upon request.