



LICENSING MATTERS

you serve • we protect

New Premises Licence Hearing  
16<sup>th</sup> November 2015

Nisa Local  
Newbridge Court  
Middlesbrough  
TS5 7NQ

**Supporting documentation**

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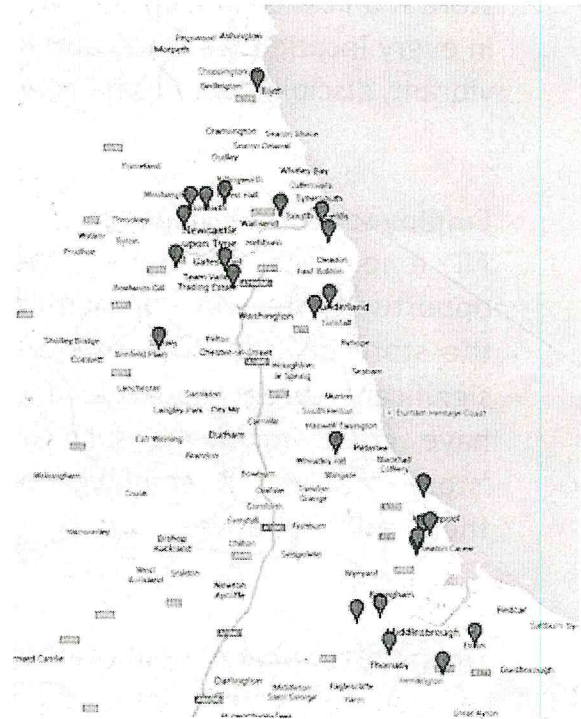


North East Convenience Stores  
 19 Brierley Road, Blyth, Northumberland  
 NE24 5PP  
 tel +44 (0) 1670 362 322  
 fax +44 (0) 1670 365 904

## North East Convenience Stores (NECS)

### The Company

NECS are a growing family run retail business, which began in 2002, firmly focussed on the family ethos and community benefit that their stores create. They now operate 26 convenience stores and 10 Post Offices across the North East employing over 300 employees. The Company prides itself in working with other retailers in local areas to help generate economic activity and long-term community viability.



### Ethics & The environment & Public Safety

The Company strive to take impact of their business on society and the environment. The Company recently launched a 'recycle your plastic bag scheme' in one store, and during the first 4 weeks recycled 1227 plastic bags. Each store now recycles approximately 75% of its waste and each store has a target on carbon emissions. For this reason the Company have started work on reducing energy consumption by installing more efficient lighting & ECA refrigeration.

The company has recently developed its ethical plan, which makes a commitment to increasing fair trade, Best of British, & locally sourced ranges across the company.

Registered in England and Wales Number: 4287332  
 Registered Office: 19 Brierley Road, Blyth, NE24 5PP

The Company is acutely aware of the licencing objectives and local concerns with regards to anti social behaviour and underage drinking. We work very closely with local police and indeed have already consulted successfully with the local licencing officers at Cleveland Police to give our commitment to work with the Police if there are any issues from our new store if a licence is granted. We as a company try to be good neighbours in every location we trade and will use all possible endeavours to create a vibrant, disciplined and safe convenience store in Saltburn.

### **Employees & Due Diligence**

All employees are given the opportunity to develop within the store environment, offering significant career potential and have great incentives such as 'store, manager & employee of the month' initiatives.



On initial employment all staff under-go an internal training programme in relation to age-restricted products, prior to selling alcohol, which is subsequently refreshed every quarter. Records are kept and are shared with the authorities when required. In addition each store employ independent mystery shoppers who visit the each store on a quarterly basis that not only test the customer service skills, but challenge the store on their 'challenge 25 policy' which is strong throughout all 26 stores. The visit also verifies that appropriate Challenge 25 advertisements are in place throughout the store where necessary.

The till system is fully modernised with age restricted 'prompts' that alert staff to ask for ID once such a product is scanned and is used in tandem with a written refusals register.



### **Putting back into the community**

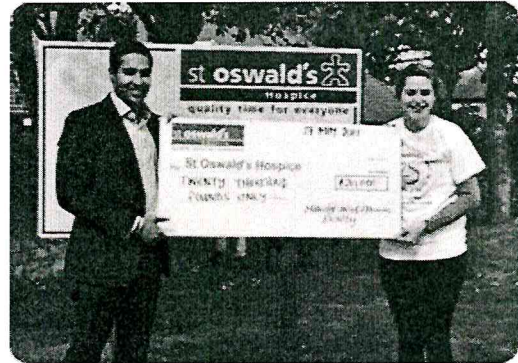
The Company is determined to make a difference locally and NECS raised almost £18,000 for the 'Making a Difference' local charities in 2014 alone.

Donations are regularly given to local charities & made to many local sports teams. In 2014 we made a Company Commitment to donate £5000 to a local Children's Heart Unit Trust (CHUF) at the Freeman Hospital in Newcastle upon Tyne

Our colleagues got behind the charity so well that we raised over £15,000 which was donated on 24th September 2014. We now sponsor a kitchen at the new CHUF Home from Home Children's Centre



A donation was also given to a young disabled customer, which allowed him to purchase life-changing equipment. In 2014 seven community days were held which involved charitable donations and fun events for the locals & customers.



In September 2014, NECS held their first Making A Difference Community Day in Northumberland. Together with Coca-Cola Enterprises, they created a pond area, a teen shelter, a toddlers play area & summer house for a local community centre in Northumberland.



## **Awards & Recognition**

Sept 2011

Highly commended at the Convenience Retail Awards

Nov 2011

Top 100 Independent retail status by the Independent Achievers Academy.

March 2012

Best Multiple Convenience Store at the National Convenience Retail Awards.

July 2012

Grocers Gold Independent Retailer of the Year at the Grocer Gold Award London

April 2012

Best Nisa Symbol Group Store' at the Nisa Annual Awards.

September 2012

Asian Grocery Trader of the Year at the Asian Trader Awards, London

October 2014

Sanjeev Vadhera – Top New Talent Award 2014 at the Grocers Top New Talent Awards, London





**ALCOHOL PREMISES LICENSE & SALE OF ALCOHOL AUTHORISATION**

➤ FULLY COMPLETE AT STORE & EMAIL TO [jo@northeastconvenience.com](mailto:jo@northeastconvenience.com)

<b>NAME</b>			
<b>STORE</b>		<b>PREMISES LICENSE NUMBER</b>	

Explain the "Challenge 25" Rule			
If a child comes to the store to buy alcohol but says it is for their parents should you serve them?			
If you challenge someone and they present an ID, name three things you should check on the ID?			
If you fail a test purchase by trading standards name one thing that could happen to you?			
Name age restricted products in the store (at least 4) and the age restriction.			
<b>PRODUCT</b>	<b>PRODUCT</b>	<b>PRODUCT</b>	<b>PRODUCT</b>
<b>AGE</b>	<b>AGE</b>	<b>AGE</b>	<b>AGE</b>
Where is the refusal log kept in the store?			
A 25 year old is attempting to purchase alcohol. You believe they are supplying to under 18s. What should you do?			

*I confirm that I have received appropriate training and I understand that;*

- I must not sell alcohol to anyone under 18 or appearing to be under 25 without appropriate identification, or someone suspected to be buying for someone under 18
- I must not sell alcohol to anyone who is, or appears to be drunk, or someone suspected to be buying for someone who is, or appears to be drunk.
- I am aware of the times, licensable activities and conditions that are placed on the Premises Licence and I will adhere to them at all times.

<b>SIGNATURE</b>		<b>DATE</b>	
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*I (DPS) therefore authorise the above named person to sell alcohol on my behalf, on these premises:*

<b>NAME OF DPS</b>		<b>DPS PERSONAL LICENSE NUMBER</b>	
<b>SIGNED</b>		<b>DATE</b>	



Please make sure that all forms are fully complete with name, date, etc. Incomplete forms will be destroyed and a new one requested.

**ALCOHOL REFRESHER KNOWLEDGE CHECK**

**QUARTER 3 – 2014**

NAME		STORE	
DATE TAKEN		SCORE (OFFICE USE)	/15

1. What is the name of the scheme adopted by NECS stores that means that you have to ask for ID?

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2. Do you need a personal license to sell alcohol?                      Yes                                      no

3. How long does it take for the body to eliminate 1 unit of alcohol?

a) 30 minutes                                      b) 1 hour                                      c) 2 hours

4. Where is the stores copy of the full license kept (this is not the summary which is kept at the till)

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5. What is the age restriction for the following?      Lottery                                      Scratch cards

6. The Intoxicating substances act 1985 means that an offence is committed if volatile substances or solvent-based products are sold, and it is believed that they are for a person under the age of 18, and they are likely to be inhaled for the purposes of becoming intoxicated. This offence applies even when it is known that another person is buying the product for a person under the age of 18.

Which of these should you pay special attention to? (Please tick those that apply)

- a) Buying volatile substance and nothing else
- b) Buying plastic bags at the same time as volatile substances
- c) Displaying signs similar to drunkenness

7. Does the store DPS have to hold a personal license?                      Yes                                      no

8. How old does a customer in one of our stores have to look to purchase alcohol? \_\_\_\_\_

9. What does DPS stand for?                      D                                      P                                      S

10. Name 2 acceptable forms of identification:

1..\_\_\_\_\_ 2. \_\_\_\_\_

***Sheets are marked at Head Office. Once completed please return to [jo@northeastconvenience.com](mailto:jo@northeastconvenience.com).  
Deadline to return forms 29<sup>th</sup> August 2014***

The visit to **N04501 Nisa Local, High Howden** at 1:15 pm on 19th October 2014 was a **PASS**.

## Site Review

### Premises Details

Premises Name	N04501 Nisa Local, High Howden
Address 1	Tynemouth Road
Address 2	High Howden
Address 3	Wallsend
Premises City	Newcastle Upon Tyne
Post Code	NE28 0AA

### Site Details

Store Code	N04501
Org Level 1	SB

### Visit Details

Actual Date of Visit	19/10/2014
Actual Time of Visit	1:15 pm
Visit Result	PASS

# Report

Question	Response
What type of alcohol did you purchase?	Cider
Please give details of the alcohol purchased (brand and size):	Thatchers Gold Cider -500ml
Did you make the purchase on its own or as part of a larger shop?	On its own
Did the person who served you ask your age?	No
Did the person who served you (or their supervisor) ask you for ID?	Yes
Was a supervisor called at any time during the transaction?	No
Was the person who served you working entirely alone?	No
Did the person who served you make eye contact with you?	Yes
If eye contact was made, when was it FIRST made?	Before the transaction
In your opinion, did the person who served you make an assessment of your age?	Yes
How many people were waiting in the queue (if there was no queue, enter 0)?	7
What was the gender of the person who served you?	Female
What was the approximate age of the person who served you?	In their 20's
Please accurately describe the person who served you (include hair colour and style, height and any	Red tied back long hair, average height



Question	Response
distinguishing features):	
What was the name of the person who served you (from the receipt or name badge)?	Julie
Please enter the receipt details (include transaction and cashier details and the address if available):	Rec: 00228770 Date: 19/10/2014 Time : 13:14 Till: 2 Cashier : Julie
If you didn't get a receipt please state why:	I got a receipt
Were 'Think 21' or 'Think 25' posters next to, hanging above or visible from the till?	Yes
Were 'Think 21' or 'Think 25' posters visible in the aisles where the alcohol is stocked?	No
Please describe the location of the store (e.g. name of the store on either side)	To the left is Aldi Howdon and to the right is High Howdon Social Club & Institute Ltd.
Please use this space to explain anything unusual about your visit or to clarify any detail of your report:	

### Till prompt & written refusals system

Below is an image of the till system – which prompts the staff member to ask for ID when alcohol is scanned. The transaction will not continue without an entry to confirm that the customer is over 18. This system is used in tandem with the written refusals system. An example from a store's refusals register is below also.

