



Civic Centre, Riverside, Stafford

Contact Jim Dean

Direct Dial 01785 619209

Email jidean@staffordbc.gov.uk

Dear Members

Licensing Sub Committee

A meeting of the Licensing Sub Committee will be held on **Friday 21 March 2025 at 10.00am** in the **Craddock Room, Civic Centre, Riverside, Stafford** to deal with the business as set out on the agenda.

Please note that this meeting will be recorded.

Members are reminded that contact officers are shown in each report and members are welcome to raise questions etc in advance of the meeting with the appropriate officer.

A handwritten signature in black ink, appearing to read "I. Curran".

Head of Law and Governance

LICENSING SUB COMMITTEE

21 MARCH 2025

Chair - Councillor A M Loughran

AGENDA

- 1 Apologies
- 2 Officer's Reports

Page Nos

| | | |
|---------------------|---|---------------|
| ITEM NO 2(a) | Application for a Full Variation to a Premises License: Morrisons Daily, 4-12 Farndown Road, Baswich, Stafford, ST17 0AP | 3 - 72 |
|---------------------|---|---------------|

REPORT OF THE LICENSING MANAGER

Membership

Chair - Councillor A M Loughran

| | |
|--------------|------------|
| J A Barron | L Nixon |
| A P Edgeller | M Phillips |
| P A Leason | J P Read |
| A M Loughran | J T Rose |
| J A Nixon | J Thorley |

(The 3 Members to form the Sub Committee will be appointed from the above)

Agenda Item 2(a)**Application for a Full Variation to a Premises License: Morrisons Daily, 4-12 Farndown Road, Baswich, Stafford, ST17 0AP**

| | |
|--------------------------|-------------------------|
| Committee: | Licensing Sub Committee |
| Date of Meeting: | 21 March 2025 |
| Report of: | Licensing Manager |
| Contact Officer: | Julie Wallace |
| Telephone Number: | 01785 619605 |
| Ward Interest: | Baswich |

Purpose of Report

To consider an Application for a Variation to the Premises Licence previously a Co-op Store, now Morrisons Daily at 4-12 Farndown Road, Baswich, Stafford ST17 0AP.

1 Detail

- 1.1 On 5 February 2025 the Council received an application for a full Variation of a Premises Licence now known as Morrison's Daily situated at 4-12 Farndown Road, Baswich, Stafford, which was previously a Co-op convenience store.
- 1.2 The Premise Licence transfer, from the Co-op, took place on 3 February 2025, The Designated Premises Supervisor (DPS) transfer took place on 4 February 2025.
- 1.3 The application was submitted via an agent, Tina Vlahovic, from Winckworth Sherwood LLP. The proposed premises licence holder is Samy (County) Limited, Arbor, 255 Blackfriars Road, London, SE1 9AX. The proposed Designated Premises Supervisor (DPS) is Saravanakumar Selvakumar who resides at [REDACTED], Middlesbrough, [REDACTED]. It is unclear as to how the DPS can undertake the responsibilities, of a DPS, of the day-to-day management of this Morrisons Daily whilst living in Middlesbrough.

- 1.4 The variation is for the following: To extend the sale of alcohol to between the hours of 00:00 and 24:00 daily for consumption off the premises, therefore open 24 hours a day.

To allow the provision of late-night refreshment between the hours of 23:00 and 05:00 daily. This point requires some clarification as the application is stating the provision of late-night refreshments is going to take place both indoors and outdoors but there is no provision to eat indoors in this convenience store.

To remove the current conditions of the licence listed in Annex 2.

To include in Annex 2 the conditions in boxes B - E of Section 16 of the application.

- 1.5 Seven relevant representations have been received during the consultation period from local residents and two ward Councillors, who are concerned as to the potential impact of noise from this store being open 24 hours a day, both vehicular and from those who are purchasing the alcohol stating that there is nowhere for purchasers to consume their alcoholic purchases, so are likely to wander round the area drinking and creating unnecessary noise or rowdy behaviour causing a public nuisance. Their concerns include not only noise but anti-social behaviour from the extensive opening hours and sale of alcohol. The objections relate to two of the licensing objectives, the Prevention of Public Nuisance and the Prevention of Crime and Disorder.
- 1.6 There have been no objections from any of the Responsible Authorities although conditions have been agreed with Environmental Health and the premises concerning waste which is not to be placed in outside areas between 22:00 and 07:00 on the following day. No collections of waste or recycling materials (including bottles) from the premises shall take place between 22:00 and 07:00 on the following day. No deliveries to the premises shall take place between 22:00 and 07:00 on the following day.
- 1.7 The documents relating to the application, including the application for the variation of the premises licence and representations are attached as **APPENDICES**.

Appendix 1 - Premises Licence Application form for a full variation.

Appendix 2 - Site plan of the premises store, Morrisons Daily.

Appendix 3 - DPS Consent form.

Appendix 4 - DPS Transfer document.

Appendix 5 - Previous Co-op licence.

Appendix 6 - Current Licence (from transfer)

Appendix 7 - Representations.

1.8 **Previous Consideration**

Nil

2 Human Rights Act 1998 Implications

2.1 Article 6 of the Act provides that where a person's civil rights and obligations are being determined, the person is entitled to a "fair trial". The Council complies with Article 6 in that it gives the person the opportunity to state their case, will make a decision within a reasonable period of time and will give reasons for its decision.

2.2 The Article also provides for the issue to be determined by an independent tribunal. The right of appeal to the Magistrates' Court against the Council's decision fulfils this.

2.3 The Council observes the rules of natural justice, and its procedures are consistent with Article 6 of the Human Rights Act 1998.

3 Recommendation

That the Licensing Sub Committee considers the application for the variation to this premises licence and considers whether to grant the variation as applied for, or whether to add or amend conditions as deemed appropriate taking into account the representations before you.

4 Background Papers

File available in Licensing Section



Stafford
Application to vary a premises licence
Licensing Act 2003

For help contact
ehlicensing@staffordbc.gov.uk
 Telephone: 01785 619745

* required information

Section 1 of 18

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference TLV/44519/8

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name Samy (County) Limited

* Family name Samy (County) Limited

* E-mail XXXXXXXXXX

Main telephone number

Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is the applicant's business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number 15247886

Business name Samy (County) Limited

If the applicant's business is registered, use its registered name.

VAT number - N/A

Put "none" if the applicant is not registered for VAT.

Legal status Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country United Kingdom

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country United Kingdom

Agent Details

* First name Tina

* Family name Vlahovic

* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number OC334359

Business name Winckworth Sherwood LLP

If your business is registered, use its registered name.

VAT number - N/A

Put "none" if you are not registered for VAT.

Legal status Limited Liability Partnership

Continued from previous page...

Your position in the business [REDACTED]

Home country United Kingdom

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name Arbor

Street 255 Blackfriars Road

District

City or town London

County or administrative area

Postcode SE1 9AX

Country United Kingdom

Section 2 of 18

APPLICATION DETAILS

This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.

I/we, as named in section 1, being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in section 2 below.

* Premises Licence Number 211/068464

Are you able to provide a postal address, OS map reference or description of the premises?

Address OS map reference Description

Postal Address Of Premises

Building number or name 4-12

Street Farndown Road

District Baswich

City or town Stafford

County or administrative area

Postcode ST17 0AP

Country United Kingdom

Premises Contact Details

Telephone number

Continued from previous page...

Non-domestic rateable value of premises (£) 29,250

Section 3 of 18

VARIATION

Do you want the proposed variation to have effect as soon as possible? Yes No

Do you want the proposed variation to have effect in relation to the introduction of the late night levy?

Yes No

You do not have to pay a fee if the only purpose of the variation for which you are applying is to avoid becoming liable to the late night levy.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

Describe Briefly The Nature Of The Proposed Variation

Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.

The premises is a convenience store located on Farndown Road, Baswich, Stafford.

The variation is to do the following:

1. To extend the sale of alcohol to between the hours of 0000 and 2400 daily for consumption off the premises.
2. To allow the provision of late night refreshment between the hours of 2300 and 0500 daily.
3. To remove the conditions listed in Annex 2.
4. To include in Annex 2 the conditions in boxes b to e of Section 16 of the application.

Section 4 of 18

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will the schedule to provide plays be subject to change if this application to vary is successful?

Yes No

Section 5 of 18

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will the schedule to provide films be subject to change if this application to vary is successful?

Yes No

Continued from previous page...

Section 6 of 18

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide indoor sporting events be subject to change if this application to vary is successful?

- Yes No

Section 7 of 18

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide boxing or wrestling entertainments be subject to change if this application to vary is successful?

- Yes No

Section 8 of 18

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide live music be subject to change if this application to vary is successful?

- Yes No

Section 9 of 18

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide recorded music be subject to change if this application to vary is successful?

- Yes No

Section 10 of 18

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will the schedule to provide performances of dance be subject to change if this application to vary is successful?

- Yes No

Section 11 of 18

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will the schedule to provide anything similar to live music, recorded music or performances of dance be subject to change if this application to vary is successful?

- Yes No

Continued from previous page...

Section 12 of 18

PROVISION OF LATE NIGHT REFRESHMENT

Will the schedule to provide late night refreshment be subject to change if this application to vary is successful?

- Yes No

Standard Days And Timings

MONDAY

Start 23:00 End 05:00
Start End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start 23:00 End 05:00
Start End

WEDNESDAY

Start 23:00 End 05:00
Start End

THURSDAY

Start 23:00 End 05:00
Start End

FRIDAY

Start 23:00 End 05:00
Start End

SATURDAY

Start 23:00 End 05:00
Start End

SUNDAY

Start 23:00 End 05:00
Start End

Will the provision of late night refreshment take place indoors or outdoors or both?

- Indoors Outdoors Both

Where taking place in a building or other structure select as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Continued from previous page...

The provision will take place inside the premises but customers may leave the premises with items purchased.

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where the premises will be used for the provision of late night refreshment at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 13 of 18

SUPPLY OF ALCOHOL

Will the schedule to supply alcohol be subject to change if this application to vary is successful?

Yes No

Standard Days And Timings

MONDAY

Start 00:00 End 24:00

Start End

TUESDAY

Start 00:00 End 24:00

Start End

WEDNESDAY

Start 00:00 End 24:00

Start End

THURSDAY

Start 00:00 End 24:00

Start End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

FRIDAY

Start 00:00 End 24:00

Start End

SATURDAY

Start 00:00 End 24:00

Start End

SUNDAY

Start 00:00 End 24:00

Start End

Will the sale of alcohol be for consumption?

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Section 14 of 18

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children.

Provide information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

N/A

Section 15 of 18

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start 00:00 End 24:00

Start End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start 00:00 End 24:00

Start End

WEDNESDAY

Start 00:00 End 24:00

Start End

THURSDAY

Start 00:00 End 24:00

Start End

FRIDAY

Start 00:00 End 24:00

Start End

SATURDAY

Start 00:00 End 24:00

Start End

SUNDAY

Start 00:00 End 24:00

Start End

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Continued from previous page...

Identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

Conditions listed under Annex 2.

I have enclosed the premises licence

I have enclosed the relevant part of the premises licence

Reasons why I have failed to enclose the premises licence or relevant part of premises licence.

We are yet to receive the updated following transfer and DPS variation applications submitted earlier this week

Section 16 of 18

LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

b) The prevention of crime and disorder

1. A digital CCTV system will be installed, or the existing system maintained, such system to be fit for the purpose.
2. The CCTV system shall be capable of producing immediate copies on site. Copies of recordings will either be recorded digitally on to CD/DVD or other equivalent medium.
3. Any recording will be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection on request.
4. The precise positions of the camera may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.
5. The system will display, on any recording, the correct time and date of the recording.
6. The CCTV system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity.
7. An incident book/register shall be maintained to record:
 - all incidents of crime and disorder occurring at the premises

Continued from previous page...

- details of occasions when the police are called to the premises

This book/register shall be available for inspection by a police officer or other authorised officer on request.

c) Public safety

There will at all times be adequate levels of staff maintained at the premises. Such staff levels will be disclosed, on request, to the licensing authority and police.

d) The prevention of public nuisance

Adequate waste receptacles for use by customers shall be provided in and immediately outside the premises.

e) The protection of children from harm

1. The premises licence holder will ensure that an age verification policy will apply to the premises whereby all cashiers will be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 years (or older if the licence holder so elects) to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification that complies with any mandatory condition that may apply to this licence.

2. Signage informing customers of the age verification policy adopted at the premises will be prominently displayed.

3. All staff engaged or to be engaged in the sale of alcohol on the premises shall receive training in age restricted sales.

- Induction training must be completed and documented prior to the sale of alcohol by the staff member.

- Refresher/reinforcement training must be completed and documented at intervals of no more than 6 months.

Training records will be available for inspection by a police officer or other authorised officer on request.

Section 17 of 18

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

Section 18 of 18

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Variation Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £87000 £315.00

Band D - £87001 to £125000 £450.00*

Band E - £125001 and over £635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £125000 £900.00

Band E - £125001 and over £1,905.00

If you own a large premise you are subject to additional fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£) 190.00

DECLARATION

How we use your personal information The information that you have provided on this form will be used by Stafford Borough Council, who are the data controller, for the processing of your application and providing you with a licence. We will only share your information with/ or on The Public Register, The Home Office, other Government agencies, Council departments and Enforcement agencies and the National Fraud Initiative when necessary or where the law otherwise requires or allows us to do so. For further information, please see www.staffordbc.gov.uk/privacynotices

Ticking this box indicates you have read and understood the above declaration

Continued from previous page...

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name Winckworth Sherwood LLP

* Capacity Agent

* Date 05 / 02 / 2025
 dd mm yyyy

Add another signatory

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/stafford/change-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

OFFICE USE ONLY

Applicant reference number TLV/44519/8

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

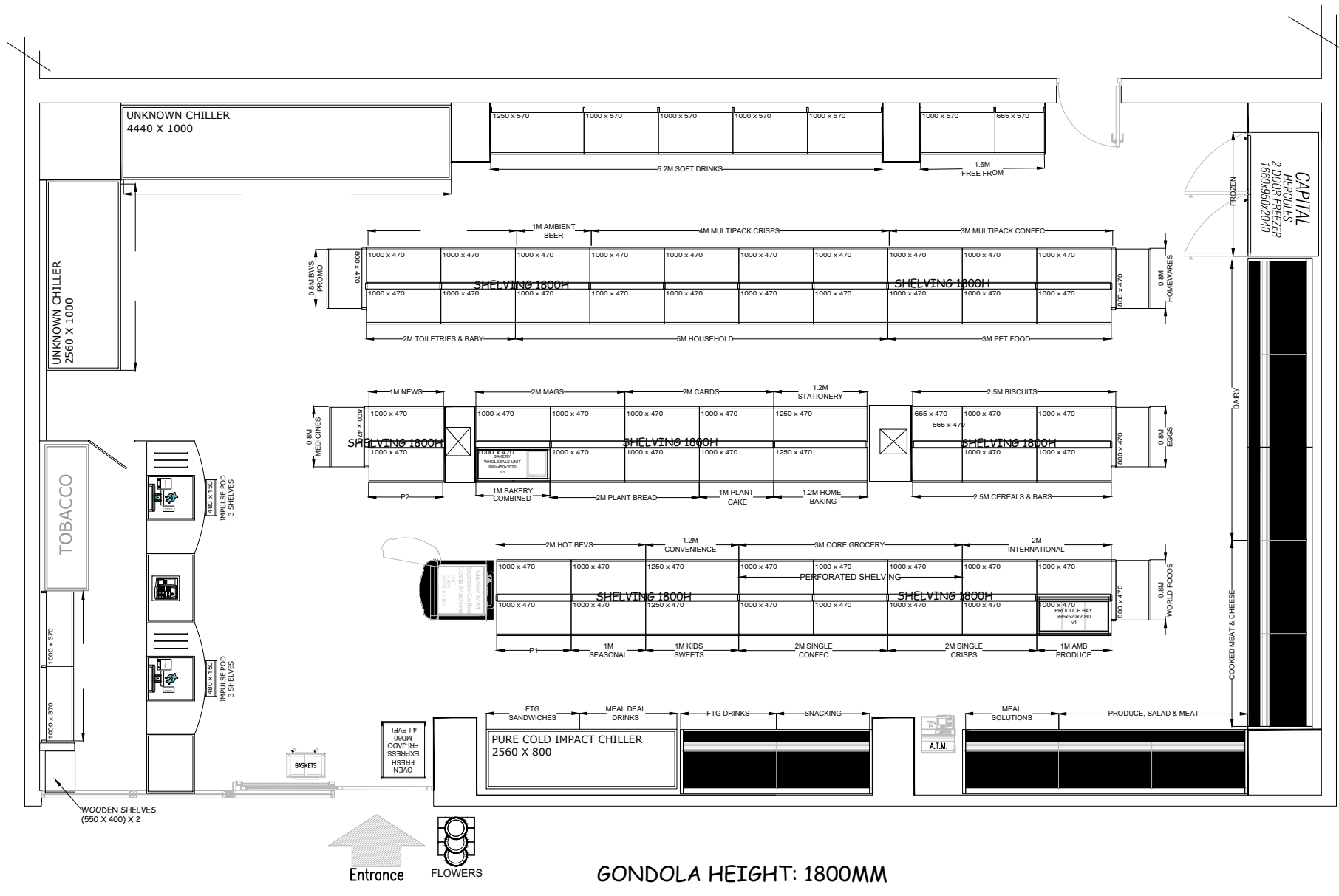
Approval deadline

Error message

Is Digitally signed

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) Next >

| REV | DATE | DETAILS | APP |
|-----|----------|------------|-----|
| SK3 | 28.01.25 | Issued SK3 | JN |



THE ENTIRE PREMISES MAY BE USED FOR THE SALE OF ALCOHOL AND THE PROVISION OF LATE NIGHT REFRESHMENT

Wholesale Partner: Xxxxx

Wm MORRISON SUPERMARKETS LTD
Property & Development Division
Hilmore House, Gain Lane,
Bradford, BD3 7DL
Tel: 0845 611 6000

**SAMY LTD
BASWICH**

| | |
|--|-------------------------|
| STORE No. SK3 | SqFt 1720 |
| PROJECT Morrisons Daily 2025 | |
| STATUS PROPOSED | SCALE 1:75@A3 |

Consent of individual to being specified as premises supervisor

I SARAVANA KUMAR SELVAKUMAR
[full name of prospective premises supervisor]

of



.....
[home address of prospective premises supervisor]

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

VARIATION
[type of application]

by

SAMY COUNTY LIMITED
[name of applicant]

relating to a premises licence 211/068464

for

MORRISONS DAILY
4-12 FARM DOWN ROAD,
BASWICH LANE, STAFFORD,
ST170AP

.....
[name and address of premises to which the application relates]

and any premises licence to be granted or varied in respect of this application made by

[name of applicant] SAMY COUNTY LIMITED

concerning the supply of alcohol at

MORRISONS DAILY
4-12 FARM DOWN ROAD,
BASWICH LANE, STAFFORD,
ST17 0AP

[name and address of premises to which application relates]

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

[insert personal licence number, if any] [REDACTED]

Personal licence issuing authority

[insert name and address and telephone number of personal licence issuing authority, if any] [REDACTED]

Signed

[REDACTED]

Name (please print)

SARAVANA KUMAR SELVAKUMAR

Date

03/02/2025

* required information

Section 1 of 4

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference AGS/44519/8

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name Samy (County) Limited

* Family name -

* E-mail [REDACTED]

Main telephone number

Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is the applicant's business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number [REDACTED]

Business name Samy (County) Limited

If the applicant's business is registered, use its registered name.

VAT number - NA

Put "none" if the applicant is not registered for VAT.

Legal status Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country United Kingdom

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country United Kingdom

Agent Details

* First name Andrew

* Family name Sanders

* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name Winckworth Sherwood LLP

If your business is registered, use its registered name.

VAT number - NA

Put "none" if you are not registered for VAT.

Legal status Limited Liability Partnership

Continued from previous page...

Your position in the business [REDACTED]

Home country United Kingdom

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name [REDACTED]

Street [REDACTED]

District

City or town [REDACTED]

County or administrative area

Postcode [REDACTED]

Country United Kingdom

Section 2 of 4

PREMISES DETAILS

I/we apply to vary a premises licence to specify the individual named in this application as the premises supervisor under section 37 of the Licensing Act 2003.

* Premises licence number 211/068464

Are you able to provide a postal address, OS map reference or description of the premises?

Address OS map reference Description

Address

* Building number or name Morrison's Daily

* Street 4-12 Farndown Road

District Baswich

* City or town Stafford

County or administrative area

Postcode ST17 0AP

* Country United Kingdom

Contact Details

E-mail

Telephone number

Other telephone number

Describe the premises. For example, what type of premises it is

Continued from previous page...

A convenience store.

Section 3 of 4

SUPERVISOR

Full Name Of Proposed Designated Premises Supervisor

* First name Saravanakumar
* Family name Selvakumar
* Nationality [REDACTED]
* Place of birth [REDACTED]
* Date of birth [REDACTED] / [REDACTED] / [REDACTED]
dd mm yyyy

Personal licence number of proposed designated premises supervisor [REDACTED]

Issuing authority of that licence [REDACTED]

Full Name Of Existing Designated Premises Supervisor

First name Donna Elinor
Family name Widdett

* Would you like this application to have immediate effect under section 38 of the Licensing Act 2003?

Yes No

I will notify the existing premises supervisor (if any) of this application

* Will the premises licence or relevant part of it be submitted with this application?

Yes No

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

Electronically, by the proposed designated premises supervisor
 As an attachment to this variation

The premises licence holder can continue the supply of alcohol if, for example, the existing premises supervisor is suddenly indisposed or unable to work.

It is sufficient for the licensee to inform the existing premises supervisor in writing, without sharing the specific details of the application.

Continued from previous page...

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'

Section 4 of 4

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

This formality requires a fixed fee of £23

DECLARATION

* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

How we use your personal information The information that you have provided on this form will be used by Stafford Borough Council, who are the data controller, for the processing of your application and providing you with a licence. We will only share your information with/ or on The Public Register, The Home Office, other Government agencies, Council departments and Enforcement agencies and the National Fraud Initiative when necessary or where the law otherwise requires or allows us to do so. For further information, please see www.staffordbc.gov.uk/privacynotices

× Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name Winckworth Sherwood LLP

* Capacity Agent

* Date 04 / 02 / 2025
dd mm yyyy

Remove this signatory

Full name

Capacity

* Date / /
dd mm yyyy

Remove this signatory

Add another signatory

OFFICE USE ONLY

Applicant reference number AGS/44519/8

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

Approval deadline

Error message

Is Digitally signed

[1](#) [2](#) [3](#) [4](#) [Next >](#)



| | |
|-------------|------------------|
| CONTACT | Mrs Emma Brigham |
| DIRECT DIAL | [REDACTED] |
| FAX | [REDACTED] |
| EMAIL | [REDACTED] |
| OUR REF | 068464 / PHO |
| YOUR REF | |
| DATE | 18 October 2018 |

Dear Eversheds Sutherland

Licensing Act 2003 - Variation of a Premises Licence

FOR: CENTRAL ENGLAND CO-OPERATIVE LIMITED

OF: 4-12 FARMDOWN ROAD, BASWICH, STAFFORD, STAFFORDSHIRE, ST17 0AP

Thank you for your application to vary the premises licence for the above named premises. I have pleasure in enclosing a copy of the premises licence along with the summary, which reflects the Designated Premises Supervisor Transfer changes. The summary should be properly displayed at the premises. The premises licence does not have an expiry date and therefore does not have to be renewed at any future date.

The Act provides for any person who may apply for a premises licence, which includes a business, to apply for the transfer of a premises licence to him/her or it. Notice of the application has to be given to the Chief Officer of Police. When an applicant is an individual he or she must be 18 years old or over. A transfer of a premises licence will often arise when a business involving licence activities is sold to a new owner. A transfer of a licence only changes the identity of the holder of the licence and does not alter the licence in any other way.

Where a designated premises supervisor is to be newly specified, the normal course is for the premises licence holder - perhaps a supermarket chain or a pub operating company - to apply to the Licensing Authority (including an application for immediate effect) accompanied by a form of consent by the individual concerned to show that he/she consents to taking on this responsible role. The Police must also be notified of the application. The whole premises licence does not have to be submitted for amendment as the Act provides that a part of the licence may be submitted with the application. Ideally, this will require submission of a schedule to the main licence giving personal details of key individuals. The licence will be duly amended by this Authority and returned following receipt.

Continued

The legislation requires the holder of a premises licence to submit an annual fee determined by the current regulations. This amount will be collected annually on the anniversary of the issue date of the licence which is **24 November 2005**.

Please check the details on the licence carefully. The licensing authority is prepared to correct clerical errors for up to 28 days after the licence has been issued. Beyond that time, any change must be made as an application for a new licence or as a variation.

Should you need any further clarification with regard to the licence please contact any member of my Licensing Team who will be more than pleased to supply you with the necessary information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Julie Wallace', written in a cursive style.

Mrs Julie Wallace
Licensing Officer

Part 1 – Premises details

| | |
|--|------------|
| Central England Co-operative Limited 4-12 Farndown Road Baswich Stafford, Staffordshire | |
| Post Code | ST17 0AP |
| Tel No: | [REDACTED] |

Time Limits (if applicable) : N/A

Licensable activities:

| |
|-------------------|
| Supply of Alcohol |
|-------------------|

The times the licence authorises the carrying out the sale or supply of alcohol:

| |
|---|
| Supply of Alcohol - Off The Premises Monday to Sunday - From 07:00 to 22:00 |
|---|

Opening Hours

| |
|--|
| Monday to Sunday - From 07:00 to 22:00 |
|--|

The times the licence authorises the carrying out of licensable activities:

| |
|-----|
| n/a |
|-----|

Part 2

Premises Licence Holder

| | |
|--------------------------|--------------------------------------|
| Name | Central England Co-operative Limited |
| Address | [REDACTED] |
| Tel | [REDACTED] |
| Registered Number | [REDACTED] |

Designated Premises Supervisor

| | |
|-----------------------------|--------------------------|
| Name | Mrs Donna Elinor Widdett |
| Address | [REDACTED] |
| Tel | [REDACTED] |
| Personal Licence No: | [REDACTED] |
| Issuing Authority | Stafford Borough Council |

| | |
|-----------------------|-----------------|
| Date of Issue: | 11 October 2018 |
|-----------------------|-----------------|

Signed:



Mr H Thomas
The Proper Officer (Licensing)

Annex1

Mandatory Conditions

Mandatory conditions where licence authorises supply of alcohol (Premises Licence Only)

1.(1) The 2003 Act provides that, where a premises licence authorises the supply of alcohol, it must include a condition that no supply of alcohol may be made at a time when no designated premises supervisor has been specified in the licence or at a time when the designated premises supervisor does not hold a personal licence or the personal licence has been suspended

(2)The 2003 Act does not require a designated premises supervisor or any other personal licence holder to be present on the premises at all times when alcohol is sold. However, the designated premises supervisor and the premises licence holder remain responsible for the premises at all times including compliance with the terms of the 2003 Act and conditions attached to the premises licence to promote the licensing objectives.

(3)The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(4) An irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children–

Drinking games

Irresponsible promotions can include activities, whether drinking games or not, which may require or encourage individuals to drink a quantity of alcohol within a time limit, or drink as much alcohol as possible within a time limit or otherwise. For example, this may include organised 'drink downing' competitions. This would not prevent the responsible person from requiring all drinks to be consumed or abandoned at, or before, the closing time of the premises. Nor does it necessarily prohibit 'happy hours' as long as these are not designed to encourage individuals to drink excessively or rapidly.

Large quantities of alcohol for free or a fixed price

Irresponsible promotions can include the provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted price, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This includes alcohol provided to the public or to a group defined by a particular characteristic, for example, a promotion which offers women free drinks before a certain time or "all you can drink for £10".

Promotions can be designed with a particular group in mind (for example, over 65s). A common sense approach is encouraged, which may include specifying the quantity of alcohol included in it or not targeting a group which could become more vulnerable or present a greater risk of crime and disorder as a result of excessive alcohol consumption.

Prizes and rewards

The sale, supply or provision of free or discounted alcohol or any other item as a prize to encourage or reward the purchase and consumption of alcohol can be within the definition of an irresponsible promotion, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This may include promotions under which free or discounted alcohol is offered as a part of the sale of alcohol, for example, "Buy one and get two free" and "Buy one cocktail and get a second cocktail for 25p". This includes promotions which involve the provision of free or discounted alcohol within the same 24 hour period.

Posters and flyers

Irresponsible promotions can also include the sale or supply of alcohol in association with promotional materials on display in or around the premises, which can either be reasonably considered to condone, encourage or glamorise anti-social behaviour or refer to the effects of drunkenness in any favourable manner.

Dispensing alcohol directly into the mouth

The responsible person must ensure that no alcohol is dispensed directly into the mouth of a customer. For example, this may include drinking games such as the 'dentist's chair' where a drink is poured continuously into the mouth of another individual and may also prevent a premises from allowing another body to promote its products by employing someone to dispense alcohol directly into customers' mouths. An exception to this condition would be when an individual is unable to drink without assistance due to a disability.

Free potable water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available on the premises. What is meant by reasonably available is a question of fact; for example, it would not be reasonable to expect free tap water to be available in premises for which the water supply had temporarily been lost because of a broken mains water supply. However, it may be reasonable to expect bottled water to be provided in such circumstances.

Age verification

The premises licence holder or club premises certificate holder must ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol. This must as a minimum require individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and either a holographic mark or ultraviolet feature.

The premises licence holder or club premises certificate holder must ensure that staff in particular, staff who are involved in the supply of alcohol) are made aware of the existence and content of the age verification policy which applies by the premises.

The designated premises supervisor (where there is one) must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. This means that the DPS has personal responsibility for ensuring that staff are not only aware of, but are also applying, the age verification policy.

It is acceptable, and indeed encouraged, for premises to have an age verification policy which requires individuals who appear to the responsible person to be under an age greater than 18 to produce such identification on request. For example, if premises have a policy that requires any individual that appears to be under the age of 25 to produce identification that meets the criteria listed above, this is perfectly acceptable under the mandatory code.

Smaller measures

The responsible person shall ensure that the following drinks, if sold or supplied on the premises, are available in the following measures:

- Beer or cider: ½ pint
- Gin, rum, vodka or whisky: 25ml or 35ml
- Still wine in a glass: 125ml

As well as making the drinks available in the above measures, the responsible person must also make customers aware of the availability of these measures by displaying them on printed materials available to customers on the premises. This can include making their availability clear on menus and price lists, and ensuring that these are displayed in a prominent and conspicuous place in the relevant premises (for example, at the bar). Moreover, staff must make customers aware of the availability of small measures when customers do not request that they be sold alcohol in a particular measure.

This condition does not apply if the drinks in question are sold or supplied having been made up in advance ready for sale or supply in a securely closed container. For example, if beer is only available in pre-sealed bottles the requirement to make it available in 1/2 pints does not apply. The premises licence holder or club premises certificate holder must ensure that staff are made aware of the application of this condition.

Ban on sales of alcohol below the permitted price

The relevant person (the holder of the premises licence, the designated premises supervisor (if any) in respect of such a licence, the personal licence holder who makes or authorises a supply of alcohol under such a licence, or any member or officer of a club present on the premises in a capacity which enables the member or officer to prevent the supply in question) shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

The permitted price is defined as the aggregate of the duty chargeable in relation to the alcohol on the date of its sale or supply and the amount of that duty multiplied by a percentage which represents the rate of VAT chargeable in relation to the alcohol on the date of its sale or supply. Detailed guidance on how to make this calculation and a calculator to determine permitted prices for each product are available on the Home Office website.

Where there is a change to the rate of duty or VAT applying to alcohol (for instance, following a Budget), the relevant person should ensure that the permitted price reflects the new rates within fourteen days of the introduction of the new rate. It is still permitted to sell alcohol using promotions (as long as they are compatible with any other licensing condition that may be in force), and the relevant person should ensure that the price of the alcohol is not less than the permitted price. Detailed guidance on the use of promotions is given in the guidance document available on the Home Office website.

Annex A - Model Age Verification Policy

Premises Age Verification Policy

This policy applies in relation to the sale or supply of alcohol on the following premises

Name and address of premises

.....
.....
.....

..... Name of premises licence holder

.....

..... Name of designated premises supervisor

.....

1. This policy applies in relation to the sale or supply of alcohol on these premises.
2. For this policy the responsible person is one of the following:
 - the holder of the premises licence;
 - the designated premises supervisor;
 - a person aged 18 or over who is authorised to allow the sale or supply of alcohol by an under 18; OR
 - a member or officer of a club present on the club premises in a capacity which enables him or her to prevent the supply in question
3. Staff serving alcohol on the premises must require any individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and a holographic mark.
4. Examples of appropriate identification include:
 - A passport
 - A photo card driving licence
 - A proof of age card bearing the PASS hologram
 - A military identification card
5. The premises licence holder or club premises certificate holder will ensure that staff are made aware of the existence and content of this policy.

Signed.....

PREMISES LICENCE HOLDER / CLUB PREMISES CERTIFICATE HOLDER

Mandatory condition: exhibition of films

- 1) Where the film classification body is specified in the licence, unless subsection (3)(b) applies, admission of children must be restricted in accordance with any recommendation made by that body.
- 2) Where –
The film classification body is not specified in the licence, or
The relevant licensing authority has notified the holder of the licence that this subsection applies to the film in question,
Admission of children must be restricted in accordance with any recommendation made by that licensing authority.

Mandatory condition: door supervision

- 1) Where a licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, the licence must include a condition that each such individual must be licensed by the Security Industry Authority.

Transferred Conditions

Annex 2

Conditions consistent with the operating Schedule

General - all objectives

The conditions relating to the issue of this licence are those outlined in the operating schedule forming part of the premises application submitted by Midlands Co-operative Society Limited dated 06th July 2005

The operating schedule outlines the steps you intend to take in order to promote the four licensing objectives.

Prevention of Crime and Disorder

CONDITIONS RELATING TO THE PREVENTION OF CRIME AND DISORDER

- A suitable and sufficient digital CCTV system which is fit for purpose will be in place at site. The system will operate internally to cover all areas where licensable activities take place.
- The CCTV system shall show the correct recording time and date on all recordings.
- Sufficient staff will be trained in the use of the CCTV system in order that recorded images can be made available for inspection and downloaded with the minimum of delay on request by officers of responsible authorities.
- A facility will be available for the Police to remove from the CCTV system a copy of any material relevant to any ongoing investigation. ·All CCTV images to be retained for a period of not less than 31 days and any evidential incidents will be downloaded and stored in a secure system until such time as collected by an appropriate authority.
- All persons involved in the sale of alcohol who are not the holders of a Personal Licence to sell alcohol will receive initial and regular 6 monthly refresher training by the Designated Premises Supervisor with regards to the law and in relation to the sale of alcohol.
- Such training will be recorded and up to date training records of all such persons will be maintained at the premises and produced and made available for inspection upon request by a responsible authority.
- An incident log will be kept at the premise. Details of any incident of crime and disorder which occurs within the shop will be recorded. The log will be available for inspection upon reasonable request of the Police or an authorised officer of a responsible authority.

Public Safety

CONDITIONS RELATING TO PUBLIC SAFETY

NONE

Prevention of Public Nuisance

CONDITIONS RELATING TO THE PREVENTION OF PUBLIC NUISANCE

NONE

Protection of Children

CONDITIONS RELATING TO THE PROTECTION OF CHILDREN FROM HARM

- Challenge 25 will be operated at the premise whereby all persons who appear to be under 25 and purchasing or attempting to purchase alcohol will be asked to provide identification to prove they are over 18 years of age.
- The only acceptable forms of identification allowed will be a valid passport, valid photo ID driving, valid proof of age scheme card with the PASS approved hologram or approved military identification documentation.
- Challenge 25 signage to be displayed at the entrance to the premises, and at the cash till payment area.

Annex 3

Conditions attached after a hearing by the licensing authority

Annex 4

Plans

LICENSING ACT 2003 – Summary

Premises Licence Number 211 / 068464

Part 1 – Premises details

| | |
|--|--------------|
| Central England Co-operative Limited 4-12 Farndown Road Baswich Stafford, Staffordshire | |
| Post Code | ST17 0AP |
| Tel No: | 01785 251209 |

Time Limits (if applicable): N/A

Licensable activities:

| |
|-------------------|
| Supply of Alcohol |
|-------------------|

The times the licence authorises the sale or supply of alcohol:

| |
|---|
| Supply of Alcohol - Off The Premises Monday to Sunday - From 07:00 to 22:00 |
|---|

Opening Hours

| |
|--|
| Monday to Sunday - From 07:00 to 22:00 |
|--|

The times the licence authorises the carrying out of licensable activities:

| |
|-----|
| n/a |
|-----|

Part 2

Premises Licence Holder

| | |
|-------------------|--------------------------------------|
| Name | Central England Co-operative Limited |
| Address | [REDACTED] |
| Registered Number | [REDACTED] |

Designated Premises Supervisor

| | |
|------|--------------------------|
| Name | Mrs Donna Elinor Widdett |
|------|--------------------------|

Access to Premises by Children

| |
|--|
| Any condition attached to a current Justices licence to provide protection for children is transferred to this Premises Licence. |
|--|

| | |
|-----------------------|-----------------|
| Date of Issue: | 11 October 2018 |
|-----------------------|-----------------|

Signed:



Mr H Thomas
The Proper Officer (Licensing)



Winckworth Sherwood LLP
 Arbor
 255 Blackfriars Road
 London
 SE1 9AX

| | |
|-------------|-------------------------------|
| CONTACT | Licensing Section |
| DIRECT DIAL | 01785 619745 |
| FAX | 01785 619319 |
| EMAIL | ehlicensing@staffordbc.gov.uk |
| OUR REF | 068464 / PHO |
| YOUR REF | |
| DATE | 5 March 2025 |

Licensing Act 2003 - Variation of a Premises Licence

FOR: MORRISONS DAILY

OF: 4-12 FARMDOWN ROAD, BASWICH, STAFFORD, STAFFORDSHIRE, ST17 0AP

Dear Winckworth Sherwood LLP,

Thank you for your application to vary the premises licence for the above named premises. I have pleasure in enclosing a copy of the premises licence along with the summary, which reflects the Designated Premises Supervisor/Licence Transfer changes. The summary should be properly displayed at the premises. The premises licence does not have an expiry date and therefore does not have to be renewed at any future date.

The Act provides for any person who may apply for a premises licence, which includes a business, to apply for the transfer of a premises licence to him/her or it. Notice of the application has to be given to the Chief Officer of Police. When an applicant is an individual he or she must be 18 years old or over. A transfer of a premises licence will often arise when a business involving licence activities is sold to a new owner. A transfer of a licence only changes the identity of the holder of the licence and does not alter the licence in any other way.

Where a designated premises supervisor is to be newly specified, the normal course is for the premises licence holder - perhaps a supermarket chain or a pub operating company - to apply to the Licensing Authority (including an application for immediate effect) accompanied by a form of consent by the individual concerned to show that he/she consents to taking on this responsible role. The Police must also be notified of the application. The whole premises licence does not have to be submitted for amendment as the Act provides that a part of the licence may be submitted with the application. Ideally, this will require submission of a schedule to the main licence giving personal details of key individuals. The licence will be duly amended by this Authority and returned following receipt.

Continued

The legislation requires the holder of a premises licence to submit an annual fee determined by the current regulations. This amount will be collected annually on the anniversary of the issue date of the licence which is **24 November 2005**.

Please check the details on the licence carefully. The licensing authority is prepared to correct clerical errors for up to 28 days after the licence has been issued. Beyond that time, any change must be made as an application for a new licence or as a variation.

Should you need any further clarification with regard to the licence, please contact any member of my Licensing Team who will be more than pleased to supply you with the necessary information.

Yours faithfully,



Mrs Julie Wallace
Licensing Manager

LICENSING ACT 2003

Premises Licence Number 211 / 068464

Part 1 – Premises details

| | |
|--|--------------|
| Morrison's Daily | |
| 4-12 Farndown Road Baswich Stafford, Staffordshire | |
| Post Code | ST17 0AP |
| Tel No: | 01785 251209 |

Time Limits (if applicable) : N/A

Licensable activities:

| |
|-------------------|
| Supply of Alcohol |
|-------------------|

The times the licence authorises the carrying out the sale or supply of alcohol:

| |
|---|
| Supply of Alcohol - Off The Premises Monday to Sunday - From 07:00 to 22:00 |
|---|

Opening Hours

| |
|--|
| Monday to Sunday - From 07:00 to 22:00 |
|--|

The times the licence authorises the carrying out of licensable activities:

| |
|----------|
| As Above |
|----------|

Part 2

Premises Licence Holder

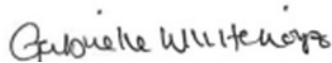
| | |
|-------------------|---|
| Name | Samy (County) Limited |
| Address | 73-75 Corporation Road, Middlesborough, TS1 1LY |
| Registered Number | 15247886 |

Designated Premises Supervisor

| | |
|----------------------|--|
| Name | Saravanakumar Selvakumar |
| Address | 31 Athol Street, Middlesborough, TS1 4LB |
| Personal Licence No: | MBRO/PL1546/093461 |
| Issuing Authority | Middlesborough Borough Council |

| | |
|-----------------------|--------------|
| Date of Issue: | 5 March 2025 |
|-----------------------|--------------|

Signed:



Mrs Gabrielle Whitehouse
The Proper Officer (Licensing)

Annex1

Mandatory Conditions

Mandatory conditions where licence authorises supply of alcohol (Premises Licence Only)

- 1.(1) The 2003 Act provides that, where a premises licence authorises the supply of alcohol, it must include a condition that no supply of alcohol may be made at a time when no designated premises supervisor has been specified in the licence or at a time when the designated premises supervisor does not hold a personal licence or the personal licence has been suspended
- (2)The 2003 Act does not require a designated premises supervisor or any other personal licence holder to be present on the premises at all times when alcohol is sold. However, the designated premises supervisor and the premises licence holder remain responsible for the premises at all times including compliance with the terms of the 2003 Act and conditions attached to the premises licence to promote the licensing objectives.
- (3)The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
- (4) An irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children–

Drinking games

Irresponsible promotions can include activities, whether drinking games or not, which may require or encourage individuals to drink a quantity of alcohol within a time limit, or drink as much alcohol as possible within a time limit or otherwise. For example, this may include organised 'drink downing' competitions. This would not prevent the responsible person from requiring all drinks to be consumed or abandoned at, or before, the closing time of the premises. Nor does it necessarily prohibit 'happy hours' as long as these are not designed to encourage individuals to drink excessively or rapidly.

Large quantities of alcohol for free or a fixed price

Irresponsible promotions can include the provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted price, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This includes alcohol provided to the public or to a group defined by a particular characteristic, for example, a promotion which offers women free drinks before a certain time or "all you can drink for £10".

Promotions can be designed with a particular group in mind (for example, over 65s). A common sense approach is encouraged, which may include specifying the quantity of alcohol included in it or not targeting a group which could become more vulnerable or present a greater risk of crime and disorder as a result of excessive alcohol consumption.

Prizes and rewards

The sale, supply or provision of free or discounted alcohol or any other item as a prize to encourage or reward the purchase and consumption of alcohol can be within the definition of an irresponsible promotion, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This may include

promotions under which free or discounted alcohol is offered as a part of the sale of alcohol, for example, “Buy one and get two free” and “Buy one cocktail and get a second cocktail for 25p”. This includes promotions which involve the provision of free or discounted alcohol within the same 24 hour period.

Posters and flyers

Irresponsible promotions can also include the sale or supply of alcohol in association with promotional materials on display in or around the premises, which can either be reasonably considered to condone, encourage or glamorise anti-social behaviour or refer to the effects of drunkenness in any favourable manner.

Dispensing alcohol directly into the mouth

The responsible person must ensure that no alcohol is dispensed directly into the mouth of a customer. For example, this may include drinking games such as the 'dentist's chair' where a drink is poured continuously into the mouth of another individual and may also prevent a premises from allowing another body to promote its products by employing someone to dispense alcohol directly into customers' mouths. An exception to this condition would be when an individual is unable to drink without assistance due to a disability.

Free potable water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available on the premises. What is meant by reasonably available is a question of fact; for example, it would not be reasonable to expect free tap water to be available in premises for which the water supply had temporarily been lost because of a broken mains water supply. However, it may be reasonable to expect bottled water to be provided in such circumstances

Age verification

The premises licence holder or club premises certificate holder must ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol. This must as a minimum require individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and either a holographic mark or ultraviolet feature.

The premises licence holder or club premises certificate holder must ensure that staff in particular, staff who are involved in the supply of alcohol) are made aware of the existence and content of the age verification policy which applies by the premises.

The designated premises supervisor (where there is one) must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. This means that the DPS has personal responsibility for ensuring that staff are not only aware of, but are also applying, the age verification policy.

It is acceptable, and indeed encouraged, for premises to have an age verification policy which requires individuals who appear to the responsible person to be under an age greater than 18 to produce such identification on request. For example, if premises have a policy that requires any individual that appears to be under the age of 25 to produce identification that meets the criteria listed above, this is perfectly acceptable under the mandatory code.

Smaller measures

The responsible person shall ensure that the following drinks, if sold or supplied on the premises, are available in the following measures:

- Beer or cider: ½ pint
- Gin, rum, vodka or whisky: 25ml or 35ml
- Still wine in a glass: 125ml

As well as making the drinks available in the above measures, the responsible person must also make customers aware of the availability of these measures by displaying them on printed materials available to customers on the premises. This can include making their availability clear on menus and price lists, and ensuring that these are displayed in a prominent and conspicuous place in the relevant premises (for example, at the bar). Moreover, staff must make customers aware of the availability of small measures when customers do not request that they be sold alcohol in a particular measure.

This condition does not apply if the drinks in question are sold or supplied having been made up in advance ready for sale or supply in a securely closed container. For example, if beer is only available in pre-sealed bottles the requirement to make it available in 1/2 pints does not apply. The premises licence holder or club premises certificate holder must ensure that staff are made aware of the application of this condition.

Ban on sales of alcohol below the permitted price

The relevant person (the holder of the premises licence, the designated premises supervisor (if any) in respect of such a licence, the personal licence holder who makes or authorises a supply of alcohol under such a licence, or any member or officer of a club present on the premises in a capacity which enables the member or officer to prevent the supply in question) shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

The permitted price is defined as the aggregate of the duty chargeable in relation to the alcohol on the date of its sale or supply and the amount of that duty multiplied by a percentage which represents the rate of VAT chargeable in relation to the alcohol on the date of its sale or supply. Detailed guidance on how to make this calculation and a calculator to determine permitted prices for each product are available on the Home Office website.

Where there is a change to the rate of duty or VAT applying to alcohol (for instance, following a Budget), the relevant person should ensure that the permitted price reflects the new rates within fourteen days of the introduction of the new rate. It is still permitted to sell alcohol using promotions (as long as they are compatible with any other licensing condition that may be in force), and the relevant person should ensure that the price of the alcohol is not less than the permitted price. Detailed guidance on the use of promotions is given in the guidance document available on the Home Office website.

Annex A - Model Age Verification Policy

Premises Age Verification Policy

This policy applies in relation to the sale or supply of alcohol on the following premises

Name and address of premises

.....
.....
.....

..... Name of premises licence holder

.....

..... Name of designated premises supervisor

.....

1. This policy applies in relation to the sale or supply of alcohol on these premises.
2. For this policy the responsible person is one of the following:
 - the holder of the premises licence;
 - the designated premises supervisor;
 - a person aged 18 or over who is authorised to allow the sale or supply of alcohol by an under 18; OR
 - a member or officer of a club present on the club premises in a capacity which enables him or her to prevent the supply in question
3. Staff serving alcohol on the premises must require any individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and a holographic mark.
4. Examples of appropriate identification include:
 - A passport
 - A photo card driving licence
 - A proof of age card bearing the PASS hologram
 - A military identification card
5. The premises licence holder or club premises certificate holder will ensure that staff are



made aware of the existence and content of this policy.

Signed.....

PREMISES LICENCE HOLDER / CLUB PREMISES CERTIFICATE HOLDER

Mandatory condition: exhibition of films

- 1) Where the film classification body is specified in the licence, unless subsection (3)(b) applies, admission of children must be restricted in accordance with any recommendation made by that body.
- 2) Where –
The film classification body is not specified in the licence, or
The relevant licensing authority has notified the holder of the licence that this subsection applies to the film in question,
Admission of children must be restricted in accordance with any recommendation made by that licensing authority.

Mandatory condition: door supervision

- 1) Where a licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, the licence must include a condition that each such individual must be licensed by the Security Industry Authority.

Transferred Conditions

Annex 2

Conditions consistent with the operating Schedule

General - all objectives

The conditions relating to the issue of this licence are those outlined in the operating schedule forming part of the premises application submitted by Midlands Co-operative Society Limited dated 06th July 2005

The operating schedule outlines the steps you intend to take in order to promote the four licensing objectives.

Prevention of Crime and Disorder

CONDITIONS RELATING TO THE PREVENTION OF CRIME AND DISORDER

- A suitable and sufficient digital CCTV system which is fit for purpose will be in place at site. The system will operate internally to cover all areas where licensable activities take place.
- The CCTV system shall show the correct recording time and date on all recordings.
- Sufficient staff will be trained in the use of the CCTV system in order that recorded images can be made available for inspection and downloaded with the minimum of delay on request by officers of responsible authorities.
- A facility will be available for the Police to remove from the CCTV system a copy of any material relevant to any ongoing investigation.
- All CCTV images to be retained for a period of not less than 31 days and any evidential incidents will be downloaded and stored in a secure system until such time as collected by an appropriate authority.
- All persons involved in the sale of alcohol who are not the holders of a Personal Licence to sell alcohol will receive initial and regular 6 monthly refresher training by the Designated Premises Supervisor with regards to the law and in relation to the sale of alcohol.
- Such training will be recorded and up to date training records of all such persons will be maintained at the premises and produced and made available for inspection upon request by a responsible authority.
- An incident log will be kept at the premise. Details of any incident of crime and disorder which occurs within the shop will be recorded. The log will be available for inspection upon reasonable request of the Police or an authorised officer of a responsible authority.

Public Safety

CONDITIONS RELATING TO PUBLIC SAFETY

NONE

Prevention of Public Nuisance

CONDITIONS RELATING TO THE PREVENTION OF PUBLIC NUISANCE

NONE

Protection of Children

CONDITIONS RELATING TO THE PROTECTION OF CHILDREN FROM HARM

·Challenge 25 will be operated at the premise whereby all persons who appear to be under 25 and purchasing or attempting to purchase alcohol will be asked to provide identification to prove they are over 18 years of age.

·The only acceptable forms of identification allowed will be a valid passport, valid photo ID driving, valid proof of age scheme card with the PASS approved hologram or approved military identification documentation.

·Challenge 25 signage to be displayed at the entrance to the premises, and at the cash till payment area.

Annex 3

Conditions attached after a hearing by the licensing authority

Annex 4

Plans

LICENSING ACT 2003 – Summary

Premises Licence Number 211 / 068464

Part 1 – Premises details

| | |
|--|--------------|
| Morrison's Daily | |
| 4-12 Farndown Road Baswich Stafford, Staffordshire | |
| Post Code | ST17 0AP |
| Tel No: | 01785 251209 |

Time Limits (if applicable): N/A

Licensable activities:

| |
|-------------------|
| Supply of Alcohol |
|-------------------|

The times the licence authorises the sale or supply of alcohol:

| |
|---|
| Supply of Alcohol - Off The Premises |
| Monday to Sunday - From 07:00 to 22:00 |

Opening Hours

| |
|--|
| Monday to Sunday - From 07:00 to 22:00 |
|--|

The times the licence authorises the carrying out of licensable activities:

| |
|----------|
| As above |
|----------|

Part 2

Premises Licence Holder

| | |
|-------------------|---|
| Name | Samy (County) Limited |
| Address | 73-75 Corporation Road, Middlesborough, TS1 1LY |
| Registered Number | 15247886 |

Designated Premises Supervisor

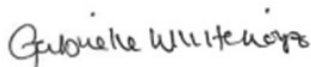
| | |
|------|--------------------------|
| Name | Saravanakumar Selvakumar |
|------|--------------------------|

Access to Premises by Children

| |
|--|
| Any condition attached to a current Justices licence to provide protection for children is transferred to this Premises Licence. |
|--|

| | |
|-----------------------|--------------|
| Date of Issue: | 5 March 2025 |
|-----------------------|--------------|

Signed:



Mrs Gabrielle Whitehouse
The Proper Officer (Licensing)

From: ehlicensing
Sent: 06 March 2025 10:45
To: [REDACTED]
Subject: FW: Application for the sale of Alcohol 24/7 Morrisons Franchise Baswich Lane

Reps 1 & 2

ehlicensing | None
 Stafford Borough Council | None
 000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

From: Ann Edgeller (Cllr) <aedgeller@staffordbc.gov.uk>
Sent: 05 March 2025 13:09
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: RE: Application for the sale of Alcohol 24/7 Morrisons Franchise Baswich Lane

To Whom it my concern

Anti – social- behaviour

This area Farndown road is quite residential area within Baswich the shop is surround by many elderly residents living close by. The church next door to the premises has an arch way that has been used in the past for anti-social behaviour if permission is granted for this licence it could escalate into more problems taking place. This applies to the Licensing object of prevention of crime and disorder.

Public safety and Preventing Children from Harm

Domestic violence being able to buy alcohol 24/7 could escalate to domestic violence within the home. This could put children at harm alcohol is one of the main factors of domestic abuse. Consideration must be given to this issue especially with this being a densely populated area.

Public nuisance

Selling of alcohol 24/7 will cause a disturbance to people living near by cars arriving slamming of car doors. There are flats directly above the shop we must think of people living close by their mental health and wellbeing.

Let us not forget it will encourage people to loiter outside the premises causing a disturbance not to mention the litter that will be left.

If food is aloud to be consumed on the premises, then how will the consumption of alcohol be stopped ???

Kind regards Cllr, Ann Edgeller Marine Phillips

[REDACTED]

Ann Edgeller | Councillor for Baswich Ward

Stafford Borough Council | [REDACTED]

[REDACTED] | aedgeller@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

From: ehlicensing
Sent: 06 March 2025 10:46
To: [Redacted]
Subject: FW: Morrisons Daily Farndown Road Stafford

Rep 3



ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

From: sue G [REDACTED]
Sent: 02 March 2025 18:45
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: Morrisons Daily Farmdown Road Stafford

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

I wish to express my concerns/objections to the 24 opening and 24 hour sale of alcohol at the Morrison Daily Farmdown Road Stafford.
As a concerned local resident, I feel that this proposal will attract groups of people congregating causing noise and disturbance at night.
Kind regards
Mrs. Galliar

--
This message has been checked by Libraesva ESG and is found to be clean.
[Report as bad/spam](#)
[Blocklist sender](#)

From: ehlicensing
Sent: 06 March 2025 10:47
To: [REDACTED]
Subject: FW: Premise Licence Application, 12, Farndown Road, Stafford ST17 0AP

Rep 4



ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

From: [REDACTED]
Sent: 28 February 2025 17:41
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: Premise Licence Application, 12, Farndown Road, Stafford ST17 0AP

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

Dear Staff at Licensing Department, Stafford Borough Council,

We wish to object to the application by Morrisons Daily for the 24 hour premise licence at the above address. We have lived directly opposite the premises for 6 years, although Baswich Lane is a busy through route in the daytime there is little traffic overnight . We feel a licence to open 24 hours is totally unnecessary and an alcohol licence covering that period of time would attract customers from out of the area possibly leading to anti social behaviour with greatly increased traffic levels and noise. We understand the previous owners, Central Coop, held a licence to cover opening hours from early in the morning to 10pm on weekdays and Saturdays with reduced hours of 9am to 4pm on Sundays which seemed acceptable to local residents. We urge the department to refuse the application and make recommendations to reduce opening times.

Yours sincerely,

Mr John and Mrs Madeline Short



--

This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)

[Blocklist sender](#)

[REDACTED]

From: ehlicensing
Sent: [REDACTED]
Subject: FW: Proposed 24 hour alcohol license for Morrison's Daily, Farmdown Road, Baswich

Rep 5



ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

From: Ricky Wilkes [REDACTED]
Sent: 27 February 2025 17:41
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: Proposed 24 hour alcohol license for Morrison's Daily, Farmdown Road, Baswich

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

Dear Sirs,

As local residents living opposite the newly-opened Morrisons Daily shop on Farmdown Road we wish to register an objection to the proposed 24 hour alcohol license for these premises.

We believe that the sale of alcohol throughout the night will lead to more noise in the area, both vehicular and from those who are purchasing the alcohol. There is nowhere for purchasers to consume their alcoholic purchases, so they are likely to wander round the area drinking and creating unnecessary noise that will affect local neighbours. This will also inevitably result in significantly more litter in the area as drinkers are not known for putting their empty cans/bottles into bins, but rather just leave them lying around creating an eyesore and a potentially dangerous outcome of children or animals being injured by broken glass.

There could also be an increase in drink driving, as anyone arriving by vehicle to buy alcohol very late at night is likely to be already in drink and/or likely to consume some of their purchase before driving off again.

Yours faithfully,

Richard and Fiona Wilkes



--

This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)

[Blocklist sender](#)

From: ehlicensing
Sent: 06 March 2025 10:48
To: [REDACTED]
Subject: FW: Objection to 24hr Alcohol Licence

Rep 6



ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

From: [REDACTED]
Sent: 25 February 2025 18:09
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: Objection to 24hr Alcohol Licence

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

I wish to place an objection to the Morrisons Convenience Shop at No.12 Farndown Road. Baswich. Stafford. From Obtaining a 24 hour Licence to sell Alcohol. My Wife and I have live here for over 5 yrs and have always been bothered by noise from customers using this shop when it was a CO-OP. This has now been taken over by Morrisons and is already open 24 hrs.

I believe that the requirements to not grant this license are listed below:-

Requirements:-

- the prevention of crime and disorder.

Only a few weeks ago this convenience store was Robbed at knifepoint. Access to Alcohol could increase the likelihood of future Robberies.

- public safety.

The ability to purchase alcohol 24hrs a day may well add to Drink Driving statistics and could cause injury or death.

- the prevention of public nuisance.

The ability to purchase Alcohol 24hrs a day could lead to increased drunken activities outside these premises causing a public nuisance.

- the protection of children from harm.

Yours faithfully
Adrian S Palmer



[Sent from Sky Yahoo Mail for iPhone](#)

--

This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)

[Blocklist sender](#)

From: ehlicensing
Sent: 06 March 2025 10:49
To: [REDACTED]
Subject: FW: New Morrisons Daily on Farmdown Road.

Rep 7

This is the last one

Regards

Julie



ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

From: DAVID RICHARD HAIG-FERGUSON [REDACTED]
Sent: 25 February 2025 13:55
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: Re: New Morrisons Daily on Farmdown Road.

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Hi Leo,

Thank you for your reply. My concerns about possible late night noise and rowdy behaviour would fall into the categories of Prevention of Crime and Disorder, and Prevention of public Nuisance. I hope this is helpful .

Concerned resident.

Sent from my iPhone

On 25 Feb 2025, at 13:38, ehlicensing <ehlicensing@staffordbc.gov.uk> wrote:

Good Afternoon

Thank you for your email.

Your objection has been noted, however we cannot accept this as a valid representation in its present form as it does not refer to any of the four licensing objectives, see below:

Prevention of Crime & Disorder
Public Safety
Prevention of Public Nuisance
Protection of Children from Harm

Kind regards,

■

ehlicensing | None
Stafford Borough Council | None
000 | ehlicensing@staffordbc.gov.uk | www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

-----Original Message-----

From: DAVID RICHARD HAIG-FERGUSON [REDACTED]
Sent: 24 February 2025 17:39
To: ehlicensing <ehlicensing@staffordbc.gov.uk>
Subject: New Morrisons Daily on Farmdown Road.

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Sir,

I have recently discovered that the new Morrisons Daily store on Farmdown Road is applying to sell alcohol 24hrs a day. It would be the only shop to do so in this residential area.

I am concerned that this could attract potentially noisy customers late into the night. The Co Op that predated Morrisons did sell alcohol but was not open 24hrs a day.

I live within sight, and possibly sound, of the new store and would ask that the sale of alcohol through the night might not be approved.

With thanks

Concerned resident, [REDACTED]

Sent from my iPad

--

This message has been checked by Libraesva ESG and is found to be clean.

Follow this link to report as spam/bad:

<https://staffordbc.esvacloud.com/action/4Z1nzR4Sy8zHnJS/report-as-bad>

Follow this link to blocklist sender:

<https://staffordbc.esvacloud.com/action/4Z1nzR4Sy8zHnJS/blocklist>

--

This message has been checked by Libraesva ESG and is found to be clean.

[Report as bad/spam](#)

[Blocklist sender](#)

Licensing Sub Committee Procedure

- 1 The Chairman will introduce the Members of the Sub-Committee and invite those present at each hearing to introduce themselves.
- 2 The Licensing Officer outlines the details of the application, and relevant representations received, to the Sub Committee.
- 3 Any person who has submitted a relevant representation will be given the opportunity to present details of their representation. The running order for such presentations will be decided by the Chairman prior to the first presentation commencing.
- 4 Following each submission, the Applicant or his representative may question the person concerned.
- 5 Members of the Sub-Committee may then ask questions of the person concerned.
- 6 Once all relevant representations have been heard, the Applicant or his representative presents his application for the licence and calls any witnesses in support.
- 7 Any person who has submitted relevant representations may then question the Applicant (if he has given evidence) and any witnesses.
- 8 Members of the Sub- Committee may then ask questions of the Applicant and any witnesses.
- 9 All parties who have presented relevant representations can summarise their case and comment briefly on the Applicant's replies to questions. They cannot introduce new issues.
- 10 The Applicant can summarise their case and comment briefly on the any parties replies to his questions, they cannot introduce new issues.
- 11 All parties will then withdraw whilst the Sub Committee considers the case.
- 12 The Sub Committee will deliberate in private only recalling any party to clear points of uncertainty on evidence already given. If recall is necessary all parties will return notwithstanding only one is concerned with the point giving rise to doubt.
- 13 The Chairman will announce the Sub Committee's decision and will give reasons for the decision to the parties at the end of the hearing; the decision being confirmed in writing afterwards.