

Responsible Authority Representation Form

Thames Valley Police, Royal Berkshire Fire and Rescue Service, Health and Safety Executive, Area Child Protection Committee, Slough Borough Council [SBC] Commercial Services (Health and Safety and Trading Standards), Planning and Development Control Services [SBC], Public Health Services [SBC].

APPLICATION DETAILS

Name of Premises	Direct Supermarket Ltd,
Address of Premises & Tel: No.	256 High Street, Langley, Slough, SL1 2NJ
Applicant Details (Name, address, Tel: No.) if different from above	
Company Name (if different from Applicant)	
Application type (state fully)	Application to Review the Premises Licence.
Date Application received	

REPRESENTATION SUBMISSION

Please tick

There are no representations to the granting of this licence	<input type="checkbox"/>
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If you are making representations to the application identify which of the four licensing objectives your representation relates to:

Please detail your representation and the reason together with your supporting evidence, as appropriate. *(If replying by hard copy, please attach separate sheet(s) if necessary).*

Prevention of Crime and Disorder	Please tick x	
Public Safety	<input type="checkbox"/>	
Prevention of Public Nuisance	x	
Protection of Children from Harm	x	

Please provide advice to the Licensing Sub-Committee on how you believe they should consider the representation.

If appropriate, recommend conditions that could be added to the Licence to remedy your representation or other suggestions you would like the Licensing Sub-Committee to take into account.

If replying by hard copy, please attach separate sheet(s), if necessary.

Please refer to the Responsible Authority Guidance Note.

The Council's Community Wardens have been monitoring the vicinity of Drinks Direct Supermarket Ltd since the 13th January 2012 and have identified a large number of alcohol bottles thrown in the bushes and smashed in the play area in the Langley Memorial Gardens opposite the premises which match the ones sold in the off licence. We have also found a trail of bottle tops which lead back to the shop. The licensee has acknowledged that the bottles we have shown him are the same as ones that he sells which at the time were on a special promotion.

We have discussed the Council's can marking scheme and confirmed that it requires the marking of specific brands on the base with a permanent UV property marker pen to enable a link to be established to the point of purchase. Whilst the presence of a marked bottle in the hands of an underage drinker would not prove that an offence had been committed by the shop, it would be sufficient to require further checks at the shop, such as examination of the CCTV records or that procedures at the shop may be failing. The proprietor has agreed that the requirements of the scheme are not onerous and has voluntarily agreed to undertake the marking of the bottles/cans as directed by us in exchange that we provide information where possible on the individuals found drinking in the park and provide a notice to display in the shop that will indicate the scheme is in operation as a requirement of the Police/Council.

In the event that the license is not revoked, we would seek that this Can Marking scheme be made a formal requirement by imposing the following condition on the license :-

"The Premises License Holder is required to undertake the requirements of the Council's can marking scheme to enable alcohol cans and bottles to be linked to the premises and provide "prima-facie" evidence to enable further investigation by the Police and Council to establish whether appropriate responsibility is being taken by the licensee to refuse sales to underage or intoxicated individuals.

In addition to issues of responsible selling of alcohol, the linking of bottles/cans to the point of sale will enable action under the Clean Neighbourhoods and Environment Act 2005 to require the business proprietor to clear the litter generated by their customers. "

Name of Officer completing Representation	Richard Palacio,
Job Title	Team Leader Neighbourhood Enforcement
Name of Responsible Authority	Slough Borough Council
E-mail address:	richard.palacio@slough.gov.uk
Tel: No.	

N.B. If you do make a representation you will be expected to attend the Licensing Sub-Committee hearing and any subsequent appeal proceedings.