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Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d, e) (please read guidance note 10)

Elland Road General Store will apply a standard of operation which will ensure compliance of all four licensing objectives based upon factors more particularly outlined in sections (b) to (e) below

b) The prevention of crime and disorder

- The style of operation at these premises is designed to minimise crime and disorder. This will be achieved by the use of CCTV with backup recording facility of 30 days. Currently the store has 16 CCTV cameras in total. There are 5 cameras which will monitor the outside area of the store, 2 cameras on the back side of the store and the rest of them within the store. Out of the total CCTV's, there are 5 CCTV that have facility of High definition recording to have good view of the store within inside & out. All the CCTV's are connected to mobile device and can be viewed from the smart phone on a 24 hours 7 days basis. All the CCTV cameras have 30 days recording backup facility. The CCTV footage shall be presented to the police officials and other government departments as & when requested. There will be notices in the store to inform & make them aware that CCTV recording is in progress
- Two members of the staff will be on shift at any time, one serving the customers at the till who will be checking the age of the customers for selling alcohol and for the safety of customers of the store
- The premises seek to benefit solely from the sale of alcohol for consumption off the premises.
- A Designated Premises Supervisor [DPS] – Iftikhar Mohmand, will be available in store.
- Security Shutters with an open grille or large slots will be erected as they allow light to be emitted from the premises. The shutters will be rolled down from 23:00 hours to 06:00 hours in the morning and the customers will be served through the serving hatch
- These premises operate a challenge 21 policy as a minimum in order to ensure that liquor is sold only to persons of lawful age (being that, should a person not look the age of 21 then he/she would need to prove they are in fact of lawful age 18 or over). These issues also overlap on the section dealing with protection of children from harm. All staff members will undergo training concerning knowledge of licensing laws together with the social impact of the sale of alcohol.
- The display of alcohol will be in a designated area of the premises which is capable of being supervised from the counter area
- The display of spirits shall be in an area accessible only by staff members
- All of the areas where alcohol is located shall be covered by CCTV

c) Public safety

The premise currently complies with current legal requirements for Fire Safety and Health and safety including periodic risk assessments.

d) The prevention of public nuisance

- These premises are proposed to be licensed for the consumption of alcohol off the premises only. In addition to there being no consumption on the premises, there is no form of entertainment on the premises.
- There are no outdoor areas utilised for the benefit of members of the public and the nature of operation does not require the employment of door supervisors or use of dedicated taxi firms.
- The management policy at the premises is to welcome communication with any local persons in relation to any issues which arise concerning the operation of these premises.
- The staff members will make hourly checks around the premises and remove any litter, including takeaway wrappers, can and bottles from the frontage
- The shop shall display anti littering signs within the premises

e) The protection of children from harm

- It is proposed that these premises will benefit from 24 hour license for consumption of alcohol off the premises only. In order to ensure compliance with legislation, the store will operate a 'Challenge 21' policy as a minimum whereby a person not looking the age of 21 must prove that they are in fact over the lawful age of 18 for the purposes of sale of alcohol. Acceptable forms of identification concerning the issue of age are a Passport, photo card driving license or an approved PASS logo proof of age card. All staff are obligated to familiarise themselves with these requirements. The company will operate a due diligence policy, incorporating the minimum challenge 21 policy above, also incorporating full training for all the staff on a regular basis.
- The store has a CCTV recording system with backup recording facility of 30 days which shall be produced to police authorities if required.
- There will be prominent signage located throughout the store confirming the legal minimum age for the purchase of alcohol and other age related products and the company policy.
- No alcohol will be displayed near the entrance/exit areas of the premises.
- The name of premises will not depict alcohol
- There will be no window display posters or similar advertising on the premises containing alcohol
- All alcohol sale refusals will be recorded in the register
- No supply of alcohol will be made under this licence
 - a. At the time when there is no designated premises supervisor
 - b. At the time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended