

MANCHESTER CITY COUNCIL

APPLICATION FOR GRANT OF PREMISES LICENCE - ONE STOP, 56-58 LLOYD STREET SOUTH, MANCHESTER M14 7HT

STATEMENT OF: Jason Jeffrey

CAPACITY: Area Manager for One Stop Stores Limited

This statement is true to the best of my knowledge and belief

INTRODUCTION

I am an Area Manager for One Stop Stores Limited. I oversee the running of 28 stores, within Lancashire and Greater Manchester. My responsibilities include overseeing the running of the stores in my area; the Store Managers report directly to me. In turn, I report to the Regional Manager. My role includes all operational matters for the stores including ensuring stores trade in accordance with the company's policies and procedures, monitoring and supporting the performance of Store Managers across my designated area.

I was first employed by One Stop in 1990 as a part time sales assistant and have been with the company since that time, except for a brief period of approximately one month in 1997. I progressed with the company from a sales assistant to a full-time supervisor, then assistant manager, then store manager, before becoming an Area Manager. I therefore have an in-depth knowledge of One Stop's practices and procedures at store level as well as at management level.

NATURE OF BUSINESS

One Stop is a retail convenience business with a key focus on being a store for customers in the neighbourhood. We are not a dedicated off-licence. We sell newspapers, groceries, snacks, drinks and household items. We also offer services for our customers' benefit, such as Pay Point (where you can pay your utility bills) and electronic top-up for mobile phones. The majority of our transactions do not include alcohol, but alcohol does of course remain an important part of our offer as a 'one stop shop' for our customers. Our focus is very much on being a general convenience store for use by local people.

With around 9,800 staff, One Stop is a major national employer. Within the Moss Side store we would anticipate employing approximately 12-15 permanent members of staff from the local area – although One Stop is a national brand, it is staffed with local people. All store staff except for the Store Manager and possibly a Shift Supervisor, would normally be recruited locally.

Although One Stop operates a large number of stores nationally, we get involved in local communities. Recently we donated food and supplies to a local customer, who was moved to temporary accommodation due to a house fire. We also support community groups with fundraising, for example Pennine Cascade Dance Troupe in Oldham. We work closely with local schools, charity groups and community organisations to help raise money or donate to fund football strips and similar. We also have foodbanks in stores and all of my stores help to feed children and families in underprivileged areas and become an integral part of the community.

At area and store level, we take our compliance responsibilities very seriously and follow the policies and procedures that our Licensing team have developed. These policies govern numerous aspects of our sales of age restricted products, including alcohol, including our management systems and structure, proof of age policy, training, till prompts, refusals logs, internal test purchasing and reviews and audits.

All of our store Managers work closely with local police and PCSOs. Our store Managers build links with the PCSOs in their area to ensure that we give them our full support and vice versa. Our stores are always happy to work with the local beat officer where appropriate. PCSOs regularly use our store facilities, pop in for a coffee, and have visibility in the store for half an hour or so. We co-operate with the police by providing CCTV footage to help in the detection of crime and disorder that is not related to our Stores by providing good quality footage of individuals or groups suspected of crime in the locality.

PROPOSED MOSS SIDE STORE

The Store Manager and Designated Premises Supervisor (DPS) will be Caroline Ann Mcilveen. Caroline is an experienced Store Manager and will be accountable for knowing and implementing all licence conditions within the store.

I am aware that concerns have been raised in relation to the potential for anti-social behaviour in the surrounding area. However, I would note that we are experienced in operating similar times in residential locations in the wider area as set out above, without any history of enforcement or licence reviews. I would also highlight some of the safeguards that we have in place operationally to deal with behaviour in the immediate vicinity of the shop. In particular:

1. There will be external CCTV coverage. Staff will be required to monitor CCTV footage from behind the till (a monitor will be situated by the till area) and back of house to identify any congregation in the immediate vicinity of the store. Staff are trained to look out for anti-social behaviour and proxy sales, and to refuse any suspected proxy sales.
2. One Stop also provides training on conflict management to all members of staff in all their stores, including training on how to refuse sales of alcohol, which includes sales for the reason of the customer being under the influence of alcohol or drugs. Management and staff will use their best endeavours to move people on who are congregating outside the premises and will request that they do so quietly and respect local residents.
3. In addition, our stores have a system called 'staff safe' which allows staff if required to alert a monitoring centre to occurrences such as shoplifting and anti-social behaviour by pressing a button on the central console or the wristband which all staff members are required to wear.
4. To help to prevent an accumulation of litter in the area, members of staff will be required to litter pick the frontage of the store on a regular basis.

I carry out regular visits to the stores in my area to supervise store management and visit each store approximately every fortnight. At the same time I carry out spot checks on refusals and incident logs and cross reference the CCTV footage against any recorded incidents to ensure that this is actively managed.

All staff will be trained on the law around underage sales before being permitted to make sales of alcohol and on an on-going basis throughout their employment. The Moss Side store will have a Licensing Guide kept in-store in accordance with the company standard and a refusals report will be generated daily recording both challenges and refusals of age-restricted sales and the reasons (including age, drunkenness and suspected proxy sales). The Store Manager will be required to check the reports on a daily basis to identify trends and I will also review this during my visits to the store.

In addition to our internal checks on the store, an independent third party carries out audits by way of test purchases on age restricted products in each licensed store. Each store receives 6 visits per year. As an Area Manager, I am informed of each of my stores' test purchase results by email within 48 hours and a monthly report of results enables me to further monitor performance and identify any trends. The reports include the description and name of the individual server and the type of alcohol that the tester sought to purchase.

CONCLUSION

As an Area Manager covering a number of stores within the North West area, I am familiar with the region and experienced in managing stores in residential locations. We have a strong track record on compliance and robust policies in place to deal with licensing and in my experience, these policies, together with the employment and training of local staff to work in the store, will promote the licensing objectives.

Signed: Jason Jeffrey

Dated: 25 May 2022