



**MANCHESTER
CITY COUNCIL**

Send completed application form to:

Premises Licensing
Manchester City Council
Level 2 Town Hall Extension
Albert Square
PO Box 532, M60 2LA

Application to vary a premises licence under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We MULBERRY WEST LTD

(Insert name(s) of applicant)

being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below

Premises licence number	127953
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Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description			
168 HOLLYHEDGE ROAD			
Post town	MANCHESTER	Postcode	M22 9UE

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£ 8000 p.a approx * Business Rates letter attached

Part 2 – Applicant details

Daytime contact telephone number			
E-mail address (optional)			
Current postal address if different from premises address			
Post town		Postcode	

Part 3 - Variation

Please tick as appropriate

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

If not, from what date do you want the variation to take effect? DD MM YYYY

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Please describe briefly the nature of the proposed variation (Please see guidance note 1)

VARIATION OF OPENING HOURS TO 24hrs

MORE INFORMATION IS ON ADDITIONAL PAGES AT THE END OF THIS APPLICATION ON 'M-6'

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

Part 4 Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Provision of regulated entertainment

Please tick all that apply

- | | |
|--|--------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box I)

Sale by retail of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

N/A

Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 3)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat					
Sun					

B

N/A

Films Standard days and timings (please read guidance note 6)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for the exhibition of films (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri					
Sat					
Sun					

C

N/A

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Fri			
Sat			
Sun			

D

N/A

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

E

N/A

Live music Standard days and timings (please read guidance note 6)			Will the performance of live music take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for the performance of live music (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the <u>performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

F

N/A

Recorded music Standard days and timings (please read guidance note 6)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue			State any seasonal variations for the playing of recorded music (please read guidance note 4)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 5)		
Fri					
Sat					
Sun					

G

N/A

Performances of dance Standard days and timings (please read guidance note 6)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 3)	Both	<input type="checkbox"/>
Tue					
Wed			State any seasonal variations for the performance of dance (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

H

N/A

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			Please give further details here (please read guidance note 3)		
Wed					
Thur			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 4)		
Fri					
Sat			Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sun					

N/A

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 3)		
Mon					
Tue					
Wed			State any seasonal variations for the provision of late night refreshment (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<p>State any seasonal variations for the supply of alcohol (please read guidance note 4)</p> <p>- FROM 0800 - 2300 → Premises will be accessible to the public</p> <p>- FROM 2300 - 0800 → Sale through 'Night Pay Hatch' only.</p> <p>Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)</p> <p style="text-align: center;">N/A</p>		
Mon	0800	2300			
	2300	0800			
Tue	0800	2300			
	2300	0800			
Wed	0800	2300			
	2300	0800			
Thur	0800	2300			
	2300	0800			
Fri	0800	2300			
	2300	0800			
Sat	0800	2300			
	2300	0800			
Sun	0800	2300			
	2300	0800			

K

<p>Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).</p> <p style="text-align: center;">N/A</p>
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L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	0800	2300	- FROM 0800 - 2300 → Premises will be accessible to the public
	2300	0800	
Tue	0800	2300	- FROM 2300 - 0800 → Sale through 'Night Pay hatch' only.
	2300	0800	
Wed	0800	2300	
	2300	0800	
Thur	0800	2300	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)
	2300	0800	
Fri	0800	2300	N/A
	2300	0800	
Sat	0800	2300	
	2300	0800	
Sun	0800	2300	
	2300	0800	

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

N/A

Please tick as appropriate

- I have enclosed the premises licence
- I have enclosed the relevant part of the premises licence

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

Reasons why I have not enclosed the premises licence or relevant part of premises licence.

M

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 and e) (please read guidance note 9)

PLEASE SEE ADDITIONAL NOTES ON 'M-6'

b) The prevention of crime and disorder

PLEASE SEE ADDITIONAL NOTES ON 'M-6'

c) Public safety

PLEASE SEE ADDITIONAL NOTES ON 'M-6'

d) The prevention of public nuisance

PLEASE SEE ADDITIONAL NOTES ON 'M-6'

e) The protection of children from harm

PLEASE SEE ADDITIONAL NOTES ON 'M-6'

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I understand that I must now advertise my application.
- I have enclosed the premises licence or relevant part of it or explanation.
- I understand that if I do not comply with the above requirements my application will be rejected.

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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.

Part 5 – Signatures (please read guidance note 10)

Signature of applicant (the current premises licence holder) or applicant’s solicitor or other duly authorised agent (please read guidance note 11). **If signing on behalf of the applicant, please state in what capacity.**

Signature	[REDACTED]
Date	[REDACTED]
Capacity	[REDACTED]

Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant’s solicitor or other authorised agent (please read guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Signature	N/A
Date	
Capacity	

Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 13)

Same as on pg 1
168 HOLLYHEDGE ROAD

Post town	MANCHESTER	Post code	M22 9UE
Telephone number (if any)			
If you	[REDACTED]	mail address (optional)	

Notes for Guidance

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.

1. 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.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example 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.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give 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.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give 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 or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicants or their respective agents must sign the application form.
13. This is the address which we shall use to correspond with you about this application.

M-b

a) General

Our aim is to make the locality a better place and believe that the proposed timings will boost the customer experience and convenience greatly. We are aware of the Manchester City Council's massive push and investment inflow in this area as it is well connected with Manchester Airport on one side, Wythenshaw hospital to the other and enjoys great travel links with the town centre. We believe our proposed project will compliment this push.

This shop is in serving the local community for more than 10 years now and enjoys a good reputé in the local community. We are a complete convenience store and have realised the potential and requirement of late night business due to it being in the near vicinity to the Wythenshaw hospital.

A lot of people who are attending their relatives in the hospital have to travel far places such as in Rusholme to get the basic necessities such as baby pampers, snacks, drinks etc. Tesco Altrincham was a 24 hour store in this vicinity but they have decided to close at 12am. Then there is a local BP garage which hardly has the necessary supplies available at all times and the prices are extortionate.

We propose to only serve through the 'night pay hatch' after 11pm to ensure staff safety as is customarily for after 11pm convenience stores.

b) Prevention of Crime and disorder

We have already installed the most advance CCTV setup covering the inside of the shop and intend to boost it up by installing a few more HD cameras covering the outside parade. The area will be kept well lit outside to deter any obnoxious behaviour or gathering. We have and will continue to provide CCTV footage to Police and other relevant authorities shall there be a need. We intend to keep HD footage of all cameras for at least 30 days period. We have recently relayed the footpath in front of the shop and the facia is pretty new as well with modern visuals. The font of the shop is well lit with LED flood lights and strips. We believe that this vibrant setup will give a neat and lively look to the area and surely further deter anti-social activities.

We understand the demography of the area and over time have developed close ties to the local community. Our methodology is to pre-emptively deter any unwanted situation build up rather than reacting to a situation. We have successfully applied this method by ensuring the presence of one senior member of staff at the premises who is well known to the community.

We have undertaken some research regarding this 24 hours proposal and have been requesting customers' feedback. All feedback has been very positive and we are now asked when this change is happening. We don't expect that there will be any sort of trouble but we still have preventive measures in place as a responsible business. We intend to have two people present in the shop after 11, one serving the tills and the other on the shop floor replenishing and fetching items upon customer's demands. We intend to install 'Night Pay Hatch' to further ensure the safety of the staff and deter any unwanted intentions. Front and back doors will be kept locked from inside with access only to the staff inside or with authorised persons with the FOB keys. We have a full membership with Verisure with a

remote camera manned 24 hours off site by them. Smoke screens, motion detectors and independent security staff's prompt arrival to the premises is available, shall there ever be a need. I am pleased to confirm that we never had such a need in our more than ten years experience.

We imply a rigorous 'think 25' policy for all age restricted items and will continue to do so. As we aim to have an image of family friendly store that is compliant to the laws at all times and provides the best customer experience. We pay allot of attention to interacting with our customers and built rapport with them as we believe it will bring in a regular custom as well as a mutual great shopping experience.

c) Public Safety

We have recently rebuilt the footpath in front of our shop with tarmac and covered the potholes in the front parking area in order to ensure customer safety. As it is a private parade so we had to pay for it ourselves.

We are updating the fire alarms as the shop had a recent refit and some works are still in progress. All entry and exit doors will be kept clear at all times with visible signage.

We strive hard to follow most of the practicable procedures practiced by the 'big 4' retailers such as Asda, Tesco, Sainsburys and Morrisons. Our DPS has a vast experience in retail and has worked at Sainsburys in London at as a Manager in their Fulham branch.

Our waste is mainly of card board boxes and plastic wraps for which we have contracts in place with the well known commercial waste removal company on weekly basis for separate collection of recyclable card boards and general waste. Public bins are available on the parade of the shop for customers and public. We actively monitor the front of the shop to keep it clear of any rubbish at all times.

Management is accessible to the local residents for any concerns or complaints that we may get and actively try to resolve them.

'Challenge 25' policy is rigorously implements with prominent signage at the point of sale and all the relevant areas of the shop.

d) Prevention of public nuisance

Our strategy is based on the following methodologies which we regularly practice;

- By employing seasoned and reputable staff members who have teh 'presence' and personality to diffuse a building situation.
- Able to take matters up with the people in a friendly manner and in case of kids, bold enough to speak to their parents. As we know most of our customers by interacting with them on daily basis.
- Upholding the bans on habitual drunks, proxy purchasers or unwanted individuals who may cause nuisance. Based on experience we can confirm that such situations rarely arise given that we are here for a long time now. But we are well prepared to address any such situation without taking any undue risk on our staff.
- Active CCTV recoding and display unit.
- All staff trained on using CCTV to quickly play in case of an argument.
- Well lit shop inside and out.
- Gated back access which is kept locked when not in use.
- Shop layout and items for sale encouraging genuine shoppers with more focus on daily utilities, groceries, fresh and dairy.

e) the protection of children from harm

We rigorously imply 'Challenge 25' policy at all times with visible signage on point of sale and all relevant areas of the shop. We ask for the actual proof of ID and do not accept pictures on phones. All our staff is trained and regularly advised how to interact with underage people. We actively look out for proxy sales and advise the mature individuals of the legal implications if they are involved in the proxy purchase. We refuse the sale if we are satisfied that the age restricted item is not for their consumption. We have active outdoor CCTV cameras that we make use of for this purpose. Items that are not age restricted but we believe could be misused are kept away such as instant glues & medicines. By following our general methodologies listed in part (d) above we are satisfied that we stay compliant at all times and confident to face their parents that we are on the good side of law and child safety.