



Licensing Act 2003 Details of licensing application

Application ref. no: **M058419**
Application type: **LA2003 s.17: Premises licence - New licence application**
Date received: **4 March 2024**

Premises name: **B & M**
Premises address: **Store B, Marlowes Shopping Centre, Marlowes
Hemel Hempstead
Hertfordshire
HP1 1DY**

Dacorum Borough Council has received an application in respect of a premises licence, relating to the above premises.

Further details of the application, including the name of the applicant, the activities for which authorisation is sought, and where applicable the grounds for review, are included on the following pages.

Representations may be made by any person in respect of this application, either:

- By post, to the address at the top of this page; or
- By email, to: licensing@dacorum.gov.uk

All representations must be made in writing, and should include the name and address of the person making the representation, together with details of the grounds on which the representation is made (which must relate to at least one of the licensing objectives, which are preventing crime and disorder, public safety, preventing public nuisance, and protecting children from harm). The authority's licensing register, and a full copy of this application, may be viewed at the above address during standard working hours.

Representations must be received by the licensing authority no later than:

- **28 days** after the application received date above, for **new licence**, full variation or review applications, or
- 10 working days after the application received date above, for minor variation applications

Any submissions received outside of these periods cannot be considered. Frivolous, vexatious or irrelevant representations will also be disregarded.

It is an offence knowingly or recklessly to make a false statement in connection with an application, and the maximum penalty to which a person is liable on summary conviction for such an offence is an unlimited fine.

Application details

Name of applicant(s):	B&M Retail Ltd
Postal address of premises to which application relates:	B & M Store B, Marlowes Shopping Centre Marlowes Hemel Hempstead Hertfordshire HP1 1DY
Application type:	LA2003 s.17: Premises licence - New licence application
Applicant's description of application:	<p>B&M is a national retailer, with 700+ stores throughout the UK. Its stores sell a range of products including food, electricals, homeware, furniture, DIY and gardening products.</p> <p>B&M stores sell a limited range of alcohol as an ancillary to its food sales. Alcohol is not discounted, nor is it advertised in store windows, or in the press. Alcohol is not cooled at the point of sale. Alcohol pricing is generally in line with, or marginally more expensive than, alcohol sold in other major supermarket retailers.</p> <p>The store is due to open on 2 May 2024.</p>

Operating schedule: Licensable activities proposed to be carried on (N.B. where boxes are blank, authority for that activity has not been sought)

Plays:	
Films:	
Indoor sporting events:	
Boxing or wrestling:	
Live music:	
Recorded music:	
Performances of dance:	

Operating schedule: Licensable activities proposed to be carried on
(N.B. where boxes are blank, authority for that activity has not been sought)

Entertainment similar to music or dance:	
Late night refreshment:	
Supply of alcohol: <i>Alcohol may be supplied for consumption OFF the premises only</i>	For consumption OFF the premises Monday-Sunday 07:00 until 23:00
Hours the premises will open to the public:	Monday-Sunday 07:00 until 23:00

Operating schedule: Measures to promote the licensing objectives

(N.B. the measures below have been manually transcribed from the original application form.
We recommend referring to the original form to confirm the accuracy of the text below.)

General:	<ul style="list-style-type: none">• A multi-camera CCTV system will be operational at the premises, which will cover all public trading areas, the entrance/exit and tills.• The CCTV system will be maintained in good working order and images will be correctly time and date stamped. Footage will be retained for a minimum period of 31 days and a copy of CCTV footage will be downloaded and provided to any responsible authority on request.• In order to maintain the security of the CCTV system, selected staff will be trained in the use of the system to ensure that any request for images will be completed within 24 hours.
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Operating schedule: Measures to promote the licensing objectives

*(N.B. the measures below have been manually transcribed from the original application form.
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Prevention of crime and disorder:	<ul style="list-style-type: none">• Appropriate signage stating that a CCTV system is operational in the store will be displayed in conspicuous positions.• B & M will maintain liaison with the neighbourhood police officers regarding any crime/disorder/ASB issues relating to the premises.• The area for the display of 'alcohol for sale' will be no more than 10% of the store trading area.• Plain clothes security staff will be employed at the premises as and when deemed necessary by the Premises Licence holder.• All customer facing staff will be trained in 'Security Awareness' as part of their induction training.• Staff will be trained to ensure that alcohol is not sold to any person who is believed to be drunk.• Notices will be prominently displayed inside the premises and at the tills, stating that it is an offence for any person under 18 years of age to purchase alcohol.• Notices will be prominently displayed inside the premises and at the tills, stating that a Challenge 25 policy is in force;• B & M operates a zero tolerance to aggressive and/or violent behaviour towards staff members.
Public safety:	<ul style="list-style-type: none">• A fire risk assessment will be conducted at the premises and this will be reviewed regularly in accordance with the requirements of the Regulatory Reform (Fire Safety) Order 2005.
Prevention of public nuisance:	<ul style="list-style-type: none">• The area immediately in front of the store shall be inspected on a regular basis and management and staff shall use their best endeavours to prevent B & M customers from loitering in the said areas; persons refusing to move on will be reported to the Police and/or retail park security staff.

Operating schedule: Measures to promote the licensing objectives

*(N.B. the measures below have been manually transcribed from the original application form.
We recommend referring to the original form to confirm the accuracy of the text below.)*

Protection of children from harm:	<ul style="list-style-type: none">• Staff will be trained on induction prior to commencing work on tills (and will undergo 3-monthly refresher training (in the form of a short written test)) in respect of the sale of alcohol (including awareness/prevention of proxy sales, signs and symptoms of intoxication, dealing with refusal of sales and any subsequent confrontational behaviour from customers).• All staff training will be documented and training records will be made available to authorised persons from any responsible authority on request.• Staff training records will be kept on site for a minimum period of 2 years.• A Challenge 25 scheme will be operated at the premises. Any person who appears to be under 25 will be asked to provide identification to prove they are 18+ before a sale of alcohol takes place.• The only form of identification that will be accepted as proof of age is a passport, driving licence, PASS hologram ID card or His Majesty's Forces' warrant card.• Failure to supply such ID will result in no sale or supply of alcohol being made to that individual.• All cash tills will incorporate an electronic "prompt" for till operators whenever an alcoholic (or other age restricted) product is scanned.• An electronic refusals register will be kept for each store (which will be backed up off site).• The electronic refusals register will keep records of all refusals of alcohol (or other age restricted products).• The electronic refusal register will show the date, the product and the name of the employee who refused the sale.• Refusals registers for each store will be printed, checked and signed by the DPS or duty manager on a weekly basis.• Refusals registers will be retained for a minimum period of 6 months.• Refusals records will be made available to authorised persons from any responsible authority on request.
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