

***Premises Licence
Application***

on behalf of

SWIFT SERVICE STATION

**CLAYTON ROAD
NEWCASTLE UNDER LYME
ST5 4DH**

Background History

This is a well established independent local store. The shop has undergone a full refurbishment which resulted in the creation of a convenience store with a retail selling area in excess of 370 sq ft. There is ample customer car parking.

The Shop

This purpose built shop has been designed to serve both the local community and those from further a-field. The business trades as a convenience store offering a range of fresh foods, groceries and other products and the off-licence is an important part of the service that the shop is expected to provide.

The Operation

The store is operated by the manager, assisted by a team of full & part time staff most of whom live locally. The designated premises supervisor, trained and certified through the new APLH training scheme will be responsible for training all staff and keeping and maintaining ongoing training records utilising the **Premises Licence Manual**. The **Challenge 21** trading initiative is also used supported by the refusals system with records kept in the **Refusals Book** to tie in with the CCTV system.

Security

The **CCTV system** benefit from a **24-hour recorder** and a 31 day **library** which can be made available to Police if required. The store also benefits from a **Full Alarm system** with panic buttons.

Store Frontage



Retail Trading Area

370 sq ft plus

Opening Hours

Monday	06.00 hours to 22.00 hours
Tuesday	06.00 hours to 22.00 hours
Wednesday	06.00 hours to 22.00 hours
Thursday	06.00 hours to 22.00 hours
Friday	06.00 hours to 22.00 hours
Saturday	06.00 hours to 22.00 hours
Sunday	06.00 hours to 22.00 hours

Summary

Convenience trading format
Premise licence Manual
Challenge 21
Refusals Book
CCTV cameras
24 hour recorder with 31 day library
Full Alarm system
Panic buttons

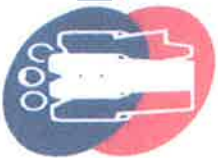
Existing internal view



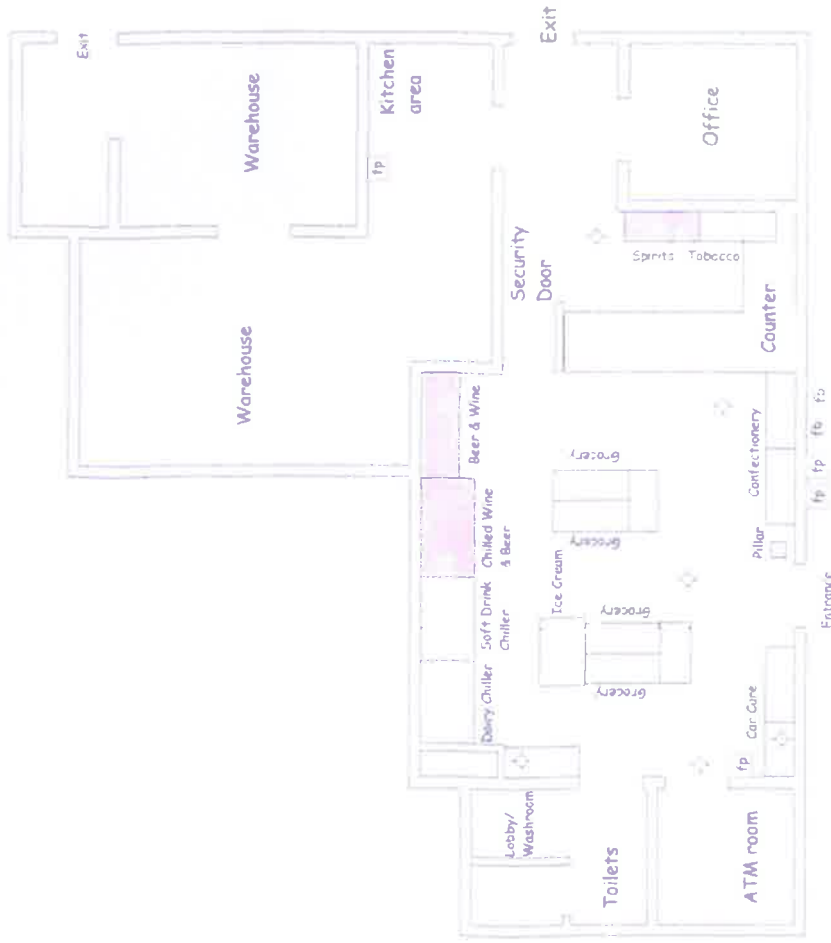








RB Retail & Licensing
Services Limited



- Key**
- fp Fire Extinguisher - Powder
 - fb Fire Extinguisher - CO2
 - fb Fire Bucket
 - sc Security Camera

Swift Service Station
Clayton Road
Newcastle under Lyme
ST5 4DH
Scale- 1:100
Drawing Reference; RB/0757
Drawn by: R Baker RB Retail & Licensing
30th October 2012

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