

Swale Borough Council

Application for a Review of a Premises Licence – 12 May 2025

Macknade Store, Canterbury Road, Faversham, ME13 8NG

Applicants Documentary Evidence Bundle

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Appendix 2. Requested conditions.

CCTV

CCTV will be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition.

1. Cameras shall record all ingress and egress to the premises, fire exits and all areas where the sale and supply of alcohol occurs.
2. Equipment must be maintained in good working order, with recordings correctly time and date stamped. Recordings must be kept in date order, kept for a period of 31 days and handed to police and authorised officers upon request.
3. The premises licence holder must ensure at all times a DPS or appointed member of staff are on the premises and are capable and competent at downloading CCTV footage in a recordable format to the police and local authority upon request.
4. An operational daily log report must be maintained and endorsed by signature, indicating the system has been checked and is compliant. In the event of any failures, any action taken is to be recorded.
5. In the event of technical failure of the CCTV equipment the premises licence holder or DPS must report the failure to the police licensing officer immediately. (licensing.north.division@kent.police.uk).

Personal License Holder:

The license holder and/or designated premises supervisor shall ensure that at least one personal license holder is available on the licensed premises while the sale or supply of alcohol is being undertaken at the premises.

Staff Training:

All staff must have licensing training.

1. Training must take place within six weeks of employment.

2. Any new employees will be supervised until the training has taken place.
3. Refresher training should be repeated a minimum of every six months or earlier if required due to changes of legislation.
4. Training records must be kept on the premises and shall contain the nature, content and frequency of all training.
5. Records must be made available for inspection by police, and authorised officers either electronically or in hard copy.

Challenge 25:

A Challenge 25 proof of age scheme shall be operated at the premises, supported by prominent signage.

Signage:

The premises shall display prominent signage indicating, no sales of alcohol without ID will be made. Eg: 'No ID, no sale!'

Acceptable forms of ID:

The premises will only accept photographic driving licences, passports or PASS (proof of age standards scheme) cards approved as means of ID. If it accepts any other form of ID, eg: EU national ID cards, these must all bear a photograph, DOB, and holographic mark. No ID documents displayed as a photo will be accepted (example as a copy on a personal device). Only hard copies of ID documents to be accepted.

Signage:

The premises shall display prominent signage indicating that it is an offence to buy or attempt to buy alcohol for a person under the age of 18.

Spirit location:

Spirits will be displayed behind the counter.

Refusal register:

The premises licence holder or designated premises supervisor must keep a refusal register. Staff to be trained to complete a refusal book/record immediately after the refusal but no later than the end of their shift. The register must be kept

on the premises and will detail:

1. Day, date & time of refusal.
2. Item refused.
3. Name or description of person refused sale.
4. Reason for refusal.

Each entry is to be checked and signed by the DPS/Licensee no later than 1 week after the entry has been made. The register must be made available to police, and authorised officers from the authority upon request either electronically or by hard copy.

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Kurnia

LICENSING AND TRAINING CONSULTANTS
Specialists in Alcohol and Entertainment
Licensing and Training
www.kurnia.co.uk



Highfield Qualifications

Highfield Qualifications

Certifies that

Shivam Patel

has successfully passed an assessment in

Highfield Level 2 Award for Personal Licence
Holders (RQF)

Qualification number 603/2597/5

Date of award 01 May 2025

Certificate number PLH8678156

Kurnia Licensing Consultants Limited

Course Director

Training Organisation




Jason Sprenger - Chief Executive
Highfield Qualifications



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REGULATED
register.ofqual.gov.uk





Alcohol & Children Policy

Premises Name:
Macknade Stores

Address:
Canterbury Road
Faversham

Designated Premises Supervisor:
Prajesh Navendrakumar Patel

Issue Date: April 2025

All members of staff are required to read and sign this Policy document.

This Policy document is to be retained at the premises with the Premises Licence and made available for inspection if requested by the Police, Licensing Authority or any other Responsible Authority

For further information and assistance please contact Kurnia Licensing Consultants at
www.kurnia.co.uk – 07971 841273 - licensing@kurnia.co.uk



Alcohol and Children Policy - Licensing Act 2003

This document sets out the policy of these premises regarding alcohol and children.

All employees (paid and unpaid) are expected to adhere to this policy.

All employees (paid and unpaid) will face disciplinary action should they not adhere to the contents of this document.

The Law States

1. It is an offence to sell alcohol to anyone under 18 years old at any time. There are no exceptions.
2. It is an offence to knowingly allow the sale of alcohol to anyone under 18 years old. This means if you permit a colleague to sell alcohol to someone you know is under 18 you also commit an offence.
3. It is an offence for a person under 18 to purchase or attempt to purchase alcohol. *(The exception to this is when an under 18 year is empowered by the police or trading standards to attempt to purchase or purchase alcohol during a 'Test Purchase' operation.)*
4. It is an offence for anyone to attempt to purchase alcohol for a person under 18. *(The exception to this is that a person aged 18 or over may purchase beer, wine or cider for a person aged 16 or 17 to consume whilst the person aged 16 or 17 is having a table meal provided the person aged 18 or over purchases the beer, wine or cider and is also having a table meal.)*
5. It is an offence for an under 18 to consume alcohol on licensed premises *(other than stated in 4)*
6. It is an offence for a member of staff to knowingly permit an under 18 to consume alcohol on licensed premises *(other than in 4)*
7. It is an offence for an unaccompanied person under the age of 16 to be present on premises primarily or exclusively used for the sale of alcohol for consumption on the premises whilst they are open and being used for the supply of alcohol. For a person under the age of 16 to be present they must be accompanied by an adult.
8. It is an offence for an unaccompanied person under the age of 16 to be present on any premises licensed for the sale of alcohol for consumption on the premises whilst they are open and being used for the supply of alcohol between the hours of midnight and 5am. For a person under the age of 16 to be present they must be accompanied by an adult.



Company Policy

1. Points 1 to 8 under the heading 'The Law States' must be adhered to at all times
2. When a customer appears to be aged 25 or under, they must be asked to provide proof of their age.
3. The only forms of identification to be accepted are ones with a photograph and from the following list:
 - a. A valid photo driving licence
 - b. A valid passport
 - c. A recognised valid proof of age scheme card bearing the PASS hologram logo.
4. Any identity documents provided should be checked for the following:
 - a. Photo matches the holder
 - b. Date of birth makes the holders age 18 or over
 - c. It is current and valid
 - d. It has not been tampered with
 - e. It is not a fake
5. If you still have any doubts after examining a form of identification you should still refuse to serve the customer.
6. If caught selling alcohol to an under 18 or committing an offence such as listed in points 1 to 8 under the heading 'The Law States', you may be issued with a fixed penalty fine by the police of £90. In such circumstances it the responsibility for payment of such fine will be that of the person the fine was issued to. Alternatively, you could face a fine of up to £5,000 (Level 5).
7. In cases where an employee is issued with a fixed penalty or where an employee does not adhere to points 1 to 8 under the heading 'The Law States' they will face a disciplinary hearing which may result in dismissal from the company.
8. If you refuse service for any reason an entry should be made in the refusals register.



Using the 5 Step Checking Process for PASS ID Cards:

Step 1 Check the PASS Hologram

- Look for the 3D effect in the background of the hologram.
- Look for the small PASS text in the background.
- The PASS hologram must be flush with the plastic of the card - NOT stuck on top of the plastic.
- If in doubt, compare it with a sample card.



Step 2 Check the Photograph

- Ensure that the photograph is of the person presenting the card – if necessary, politely ask the person to remove their hood, hat or sunglasses to be sure.
- The photograph must be printed directly on to the plastic of the card – NOT stuck on top of the plastic.

Step 3 Check the Date of Birth

- Calculate the age of the person from the date of birth.
- Make sure they are old enough to buy the goods or services requested.
- The date of birth must be printed on to the plastic – NOT stuck on top of the plastic.

Step 4 Check the Card

- Ensure that the card has not been tampered with or altered.
- Feel the card – it should be completely smooth – NO ridges or anything stuck on to the card.

Step 5 Check the Person

- If you are still unsure about a person's age, your legal responsibility is to refuse to sell.
- If you refuse to sell items because you believe that the person is too young, once the person has left, report the incident to your supervisor or manager, and record.

[illegible]

[illegible]

Signed

Refusals log

Date	Time	Staff member	Details of person refused (name, appearance any info?)	Reason for refusal (no proof of ID, drunk etc.)	Type of product attempted to purchase	Was the person violent or abusive? (please give details)
11/5/24	5pm		2 boys looked appropriate age	NO PROOF OF ID as left at home	Vape	Challenging as they claim to be older.
21/6/24	12pm		young lady.	NO PROOF OF ID on a Scratchcard.	Scratchcard	N/A.
25/6/24	10am		blonde brown hair tall stocky build	over the limit of Alcohol i.e. Drunk.	1L vodka spirit bottle	abusive in a manner because he refused to serve him.
1/8/24	6pm		Short blonde hair lady	NO PROOF OF ID	Wanted to purchase a smoking device	N/A.
31/10/24			looked like 2 school boys aged 15 above.	Showing a fake ID as Driving Licence	Alcohol	Was aggressive. Putting beer the product on the fridge.
15/01/25		TRADING STANDARDS		YHR VISIT	ANDY BLAIR	

Refusals log

Date	Time	Staff member	Details of person refused (name, appearance any info?)	Reason for refusal (no proof of ID, drunk etc.)	Type of product attempted to purchase	Was the person violent or abusive? (please give details)
1/2/25	4.35pm		Brown Short hair girl	NO PROOF OF ID	2 WKD bottles premixed drinks	No left product on counter
27/2/25	11am		Curly hair boy Seemed to be in a tailor suit.	Invalid ID Shown a Photo Card	Vodka behind Counter	NO.
1/3/25	6.15pm		boy wearing a hooded sweatshirt	looked under age to purchase	Cigarettes.	Not verbal but kept on trying for the assistance of sales.
17/3/25	3.35pm		2 girls. tall, white females.	no proof of ID	Beers & Cigarettes.	No just left the store without a scene.
5/4/25	7.15pm		Young lad Dark skinned fairly afro.	School uniform on clearly showed his age.	Vape	No left the store, waited for someone to get it for him.
14/4/25	1.35pm		Woman or girl.	Didn't carry out an ID	tried to buy two bottles of wine	Was slightly verbal but made her put the item back in the chiller.

The Essentials of ALCOHOL Workbook

(off-licensed premises)



Nicola Baylis



Introduction

Welcome to The Essentials of Alcohol Workbook

If you sell alcohol to the public for consumption off the premises, for example in a supermarket or off-licence store, this workbook will provide you with the knowledge you need to sell alcohol legally and responsibly.



Work through both sections, completing the **'FIND OUT'** activities as you go. This should take you between 30 and 60 minutes. Attempt the seven Essential Knowledge Test questions and sign the training declaration at the back of the workbook. Your employer may keep a copy of this for their training records.

You must ask your trainer or supervisor if you are unsure about any aspect of alcohol sales.

Learning outcomes

By the end of *The Essentials of Alcohol Workbook* you will:

- understand the essential requirements for sellers of alcohol under the licensing law
- understand the consequences and penalties for selling alcohol to under-18s
- understand the procedure to be followed before any sale of alcohol is made
- identify acceptable proof-of-age documentation
- explain what is meant by test purchasing and how this is carried out
- understand how to authorise the sale of alcohol by those aged under 18



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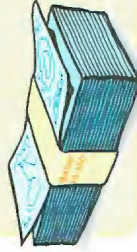


Section 1: Essential Licensing Law

What is The Licensing Act 2003?

This is the law which controls the sale of alcohol in England and Wales.

You are personally responsible for selling and serving alcohol according to the law. You should also follow your store procedures at all times.



Breaking the law may result in prosecution and fines for the individual, the company, or both.



The law states that you MUST:



NEVER sell alcohol to anyone under the age of 18

COMPLY with mandatory conditions – these include implementing the age verification policy.

ONLY sell alcohol within the permitted times on the premises licence

REFUSE the sale of alcohol to anyone who is or who appears to be drunk



To sell alcohol legally, a store must have a premises licence.

Essential WORDS: premises licence

A licence allowing the store to sell alcohol at certain times.

Section 1: Essential Licensing Law

What are the times when alcohol may be sold?

This is different for every licensed premises. You will find the times for your store on the premises licence summary, clearly displayed near the main entrance to the store.



Essential POINT:

selling alcohol outside the permitted times

It is an offence for which the maximum penalty is an unlimited fine, or 6 months in prison or both.



FIND OUT: What are the times during which alcohol can be sold on your premises? Make a note of them in the following table:

DAY	Times when alcohol can be sold or served
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	
Special times or notes	

Are your premises also licensed to sell alcohol for consumption on the premises?

YES ☐

NO ☐



Section 1: Essential Licensing Law

Do I need permission to sell alcohol?

To sell alcohol, you must first get permission (often called authorisation) from a personal licence holder.

You may be asked to sign a written record of authorisation.



Essential WORDS: personal licence holder

A person holding a personal licence who is able to authorise staff to sell alcohol on licensed premises.



Who is responsible for making sure alcohol is sold legally?

All stores selling alcohol must have someone responsible for making sure the premises operate legally. This person is called the designated premises supervisor (DPS).

Essential WORDS: designated premises supervisor (DPS)

The person in charge with responsibility for the sale of alcohol on licensed premises.



FIND OUT: Who is the designated premises supervisor for your store? Write their name down here:

FIND OUT: Are there other personal licence holders? Write their names down here:

Section 1: Essential Licensing Law

What are the licensing objectives?

These are the four important principles on which licensing law is based.



The licensing objectives are:

- prevention of crime and disorder
- public safety
- prevention of public nuisance
- protection of children from harm

Essential POINT: licensing objectives

Four principles that must be supported by all staff involved in the sale of alcohol.

Who checks that licensed premises are operating legally?

From time to time, officials such as a **police officer** or a **licensing officer** may arrive to check your store is operating legally.

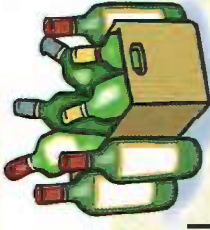
If this happens, you must cooperate by contacting the designated premises supervisor (DPS), a personal licence holder or the duty manager.



Section 2: Essentials of Alcohol Sales

What is alcohol?

Alcohol is any product with an alcoholic strength of over 0.5 % alcohol by volume (abv). Alcohol includes spirits, wine, beer, lager, cider, fortified wines and vermouth.



You may need to watch out for products containing 'hidden' alcohol such as:

Fruit in alcohol



Alcohol contained in hampers or gift packs



Alcohol sold in unusual shaped bottles



FIND OUT: Are there any products containing 'hidden' alcohol for sale on your premises?

Make a list here

Section 2: Essentials of Alcohol Sales

What are age-restricted products?

Age-restricted products must **NEVER** be sold to anyone under the age indicated.



18



16

Lottery tickets and scratch cards



12

15

18

Videos/DVDs



18

Knives/blades



18

Fireworks



16

Party poppers



18

Lighter refills



18

Solvents



18

Cigarettes & tobacco

What is the law regarding selling alcohol to under-18s?

Essential POINT: alcohol sales to under-18s

Alcohol or products containing alcohol must **NEVER** be sold to anyone under the age of 18.



What is test purchasing?

The police or Trading Standards officers send underage people into stores to try to purchase age-restricted products, such as alcohol. It aims to check if stores are refusing to sell alcohol to under-18s.



Essential POINT: test purchasing

It aims to ensure premises are refusing to sell alcohol to under-18s.



Section 2: Essentials of Alcohol Sales

What proof-of-age documents may be acceptable?

The following are usually acceptable but there may be other forms of identification which are acceptable, depending upon the policy of the company

A valid passport

**A valid European Union
photocard
driving
licence**

How do I check proof-of-age documents?

You must hold the document yourself and check the following:

🕒 **Date of birth** – calculate their age to show whether or not they are at least 18

If you think a person attempting to buy alcohol looks under 18 you must always ask them to produce valid ID to prove their age. However, many premises operate a Challenge 21 or 25 policy whereby anyone who looks under 21 or 25 must be asked to provide valid photographic evidence they are 18 or over before any sale takes place.

Remember – 'No Proof, No Sale'

UNDER 25?

IF YOU ARE LUCKY
ENOUGH TO LOOK UNDER
25 YOU WILL BE ASKED
TO PROVE THAT YOU ARE
ADDED 10 TO ON OTHER WHEN
YOU BUY ALCOHOL.

IF YOU ARE
UNDER 21
AND ARE CONSIDERING
ATTEMPTING TO BUY
ALCOHOL

25



**A valid European Union
photocard
driving
licence**



If you have any doubts, politely ask for proof of a person's age first rather than a direct refusal. If they are unable to provide acceptable proof that they are at least 18, firmly but calmly refuse to sell alcohol. Explain the reasons for refusal by referring to the law or company policy. Always call a manager or supervisor if you have any problems or are unsure about the procedure.

A procedure to help you avoid making underage sales is shown on the back of this booklet.

Essential Knowledge Quiz

All questions must be answered. Tick ☒ the correct answer.

FIND OUT: Does your store operate a Challenge 21, Challenge 25 or similar policy? Make notes on your findings here.

When must a sale of alcohol be refused?

You must refuse to sell alcohol if:

- ☒ A person attempting to buy alcohol is or appears to be under 18
- ☒ Your store has a Challenge 21 or 25 policy and a person appears under 21/25 but cannot prove they are 18 or over
- ☒ An adult may be buying alcohol for an under-18 known as a proxy sale
- ☒ A drunk person attempts to buy alcohol



Following a refusal, you may be required to complete a refusal log or book. This provides an essential record of what took place. It must be completed accurately to protect you and your company in the event of an alleged underage sale.

Essential POINT: sales of alcohol to a drunken person

Anyone who is or who appears to be drunk must **NEVER** be sold alcohol.

Are under-18s allowed to sell alcohol?

They may not sell alcohol on licensed premises, unless each and every sale is specifically authorised by a responsible person.

If you are 18 or over and are asked to authorise a sale of alcohol, it is essential you witness each sale by an under-18-year-old and follow the 'refusing a sale' procedure on the back of this booklet or your own company's procedure.

1: How old must a person prove themselves to be before you sell any alcohol or alcohol products to them?

- ☐ a) At least 21
- ☐ b) 25 or over
- ☐ c) 18 or over
- ☐ d) At least 17 if with an adult

2: After assessing the likely age of a person trying to buy alcohol, you decide to ask for proof-of-age documentation. Which of the following may be acceptable?

- ☐ a) A recent Student Union card
- ☐ b) A bank statement showing their name and address
- ☐ c) A valid passport
- ☐ d) Their National Health Service card

3: If you sell alcohol to an under-18-year-old during a test purchase operation, you are most likely to:

- ☐ a) receive a fine of up to £20,000
- ☐ b) be sent to prison for up to 2 years
- ☐ c) receive a £90 fixed penalty notice
- ☐ d) be banned from ever selling alcohol

4: Who is responsible for ensuring licensed premises operate legally?

- ☐ a) Designated premises supervisor
- ☐ b) Local licensing officers
- ☐ c) All employed staff
- ☐ d) All personal licence holders

5: You may be asked to authorise sales of alcohol by a member of staff under the age of 18. How will you do this?

- ☐ a) Look carefully at the person trying to buy alcohol, follow procedures and authorise every sale
- ☐ b) Authorise every sale by shouting 'yes' across the store
- ☐ c) Instruct the member of staff to call you if they have any concerns about a customer's age
- ☐ d) Ask every customer trying to buy alcohol for proof-of-age documentation, just to be on the safe side

6: The times when alcohol can legally be sold in your store may be found on the premises licence summary. These times are:

- ☐ a) only a guide to the opening hours for the premises
- ☐ b) flexible and can be changed to meet the needs of the customers
- ☐ c) the set hours for all licensed premises in an area
- ☐ d) specific to every store and must always be followed

7: The sale of alcohol must be refused to someone who:

- ☐ a) is 18 years old
- ☐ b) appears drunk
- ☐ c) is accompanied by children
- ☐ d) has a criminal record



Remember to put into practice what you have learned.

Alcohol Licensing Staff Training Record



Training Record for (name)

This declaration should be signed by both trainee and trainer/manager and kept on file.

DECLARATION

TRAINEE

I (name) confirm that I have completed The Essentials of Alcohol Licensing Workbook and essential knowledge test, covering both licensing law and alcohol sales.

Signed

Date

TRAINER/MANAGER

I (name) confirm that the above-named trainee correctly completed The Essentials of Alcohol Licensing Workbook and essential knowledge test.

Signed

Date

Personal Licence Number (if applicable)

It is recommended that Refresher Training takes place 3-6 months after initial training.

Useful notes

REMEMBER: LADS

Look

look carefully at every person attempting to buy alcohol

Assess

assess their likely age. Do they look under 18 (or under 21/25)?

Decide

decide whether or not to ask for proof-of-age documentation

Sure?

make sure they are 18 or over. Is the documentation acceptable?



How to refuse a sale

