

Licensing Solutions

235 Botley Road Burrridge Southampton SO31 1BJ

Telephone & Facsimile 01489 583932 – solutions@licensingolutions.org.uk

Premises Licence Application

on behalf of the

**Mace Convenience Store
COCK HORSE SERVICE STATION LTD
98 WARWICK ROAD
BANBURY
OXON
OX16 2AB**




a division of the Retail Services & Design Group

Background History

This site is a well established Texaco forecourt which has been in the family for ten years. The forecourt was upgraded in 2003 and the shop which has been updated progressively over the years is now to be re-developed to fully reflect the convenience format and realise the shops full trading potential.

The Shop

The 1000 sq ft shop has been designed to serve both the local community and those from further afield. Trading as a food based convenience store under the  convenience format a good range of fresh foods, groceries and other products are to be offered and the off licence is an important part of the service that such a shop is now expected to provide.

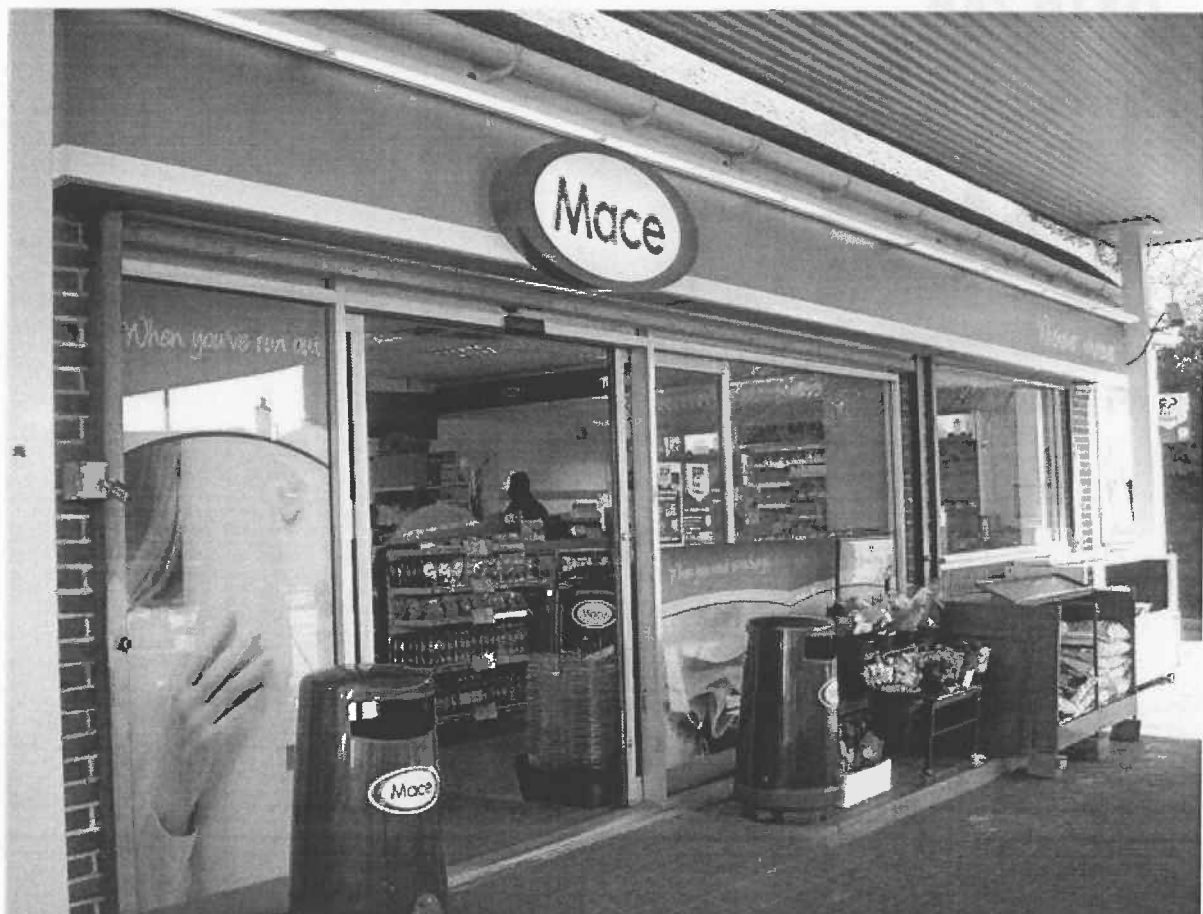
The Operation

The shop is operated by the applicants assisted by a team of staff who live locally. The DPS, trained and certified through the **NCPLH** scheme will be responsible for training all staff and keeping and maintaining ongoing training records utilising the **Off Licence Training System**. The **NO ID NO SALE Citizencard** refusals system will be used with records kept in the **Refusals Book** to tie in with the CCTV system. The **Challenge 21** trading initiative has also been embraced.

Security

The premises are secured by an **alarm system**. The **CCTV system** benefits from both internal and external cameras supported by a **24 hour recorder** and **library** can be made available to the Police if required.

Typical new style  forecourt shop front



Retail Trading Area

1000 sq ft

Trading Hours

	Opening Hours	Alcohol supply	Late Night Refreshment
Mon – Sat	00.00 to 24.00	00.00 to 24.00	23.00 to 05.00
Sun	00.00 to 24.00	00.00 to 24.00	23.00 to 05.00

Summary

-  trading format
- Refusals Book
- Secure storage facility
- CCTV with internal & external cameras
- Off-Licence Training System
- Alarm System
- 24 hour record with library

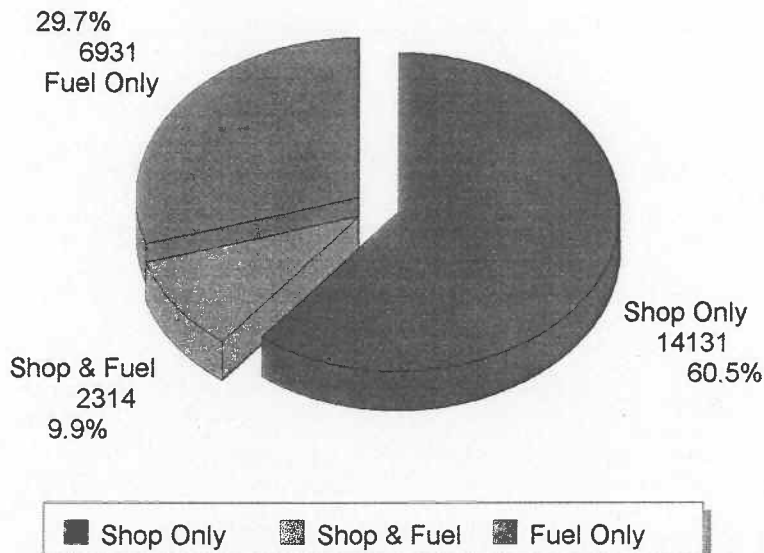
Typical  new image internal examples



Date	Fuel only	Shop only	Combined
01.09.2010	313	643	95
02.09.2010	328	667	112
03.09.2010	356	715	113
04.09.2010	335	751	123
05.09.2010	255	627	97
06.09.2010	315	519	103
07.09.2010	292	593	99
08.09.2010	294	609	82
09.09.2010	340	666	110
10.10.2010	363	731	139
11.09.2010	318	757	85
12.09.2010	278	605	93
13.09.2010	291	528	76
14.09.2010	296	605	105
15.09.2010	291	563	89
16.09.2010	315	668	111
17.09.2010	366	725	132
18.09.2010	318	751	99
19.09.2010	276	589	104
20.09.2010	344	564	111
21.09.2010	300	633	123
22.09.2010	347	622	113

6931 14131 2314

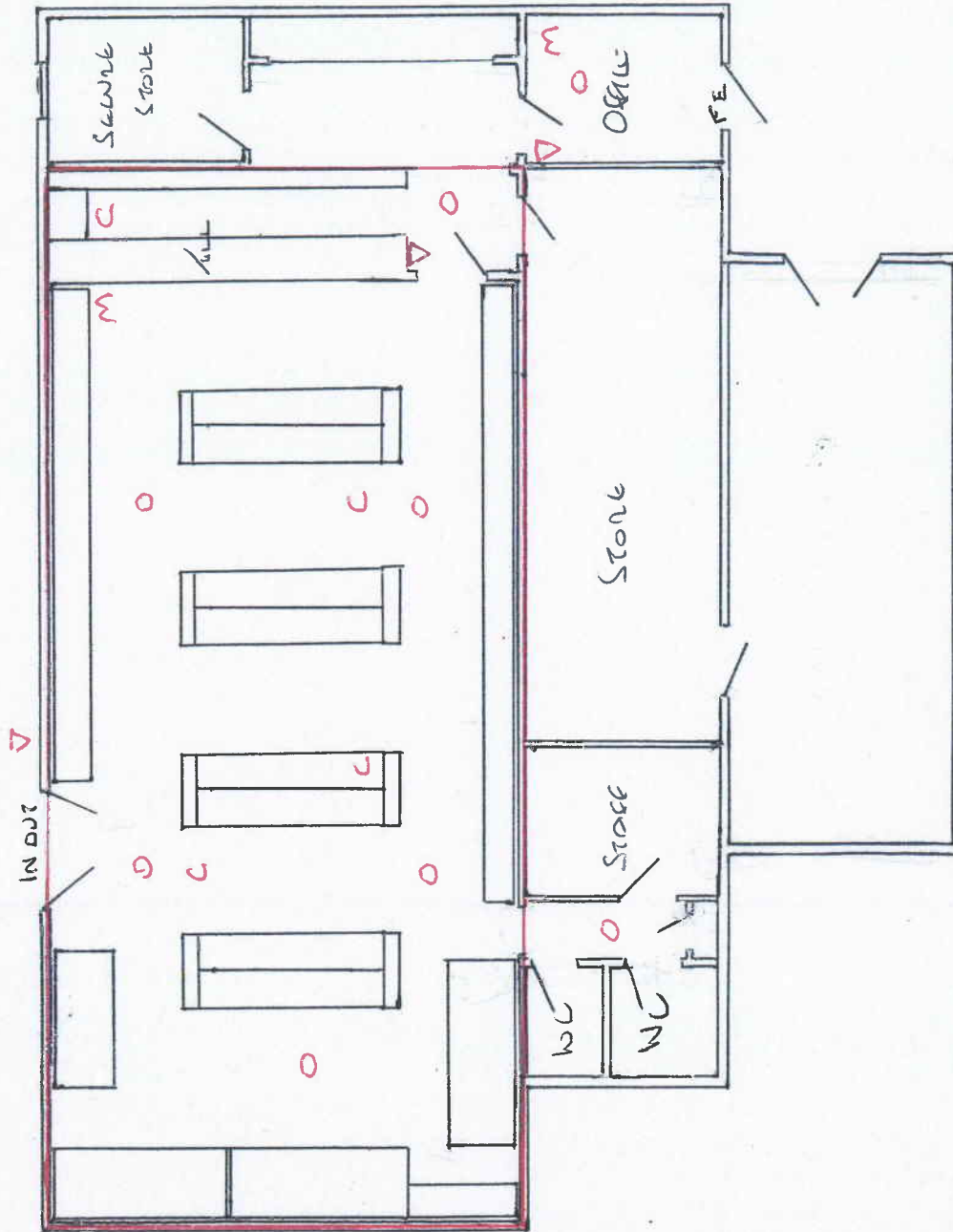
Analysis Graph of Customer Flow - Shop v Forecourt COCKHORSE - SEPTEMBER 1ST 2010 TO SEPTEMBER 22ND 2010 INCLUSIVE



**COCKHORSE SERVICE STATION Ltd, MACE CONVENIENCE STORE, 98 WARWICK ROAD,
BANBURY, OXFORDSHIRE OX16 2AB**

Shop Layout Scale 1:100 OCTOBER '10

LICENSING SOLUTIONS CJM 076/10



Key:
 Cctv Camera **C**
 Cctv Monitor **M**
 Extinguisher **O**
 E/Lights **E**

**ALCOHOL DISPLAY THROUGHOUT THE STORE WITHIN RED BORDER
 — BUT SPIRITS ONLY LOCATED BEHIND THE COUNTER**