

Good morning

By way of introduction I am instructed by WH Smith Retail Holdings Limited (WHS)

I have been advised that you have made a representation to the above application and I thought it would be helpful if I were to set out some of the background to the applicant, the application, and the steps that my client will be taking to address your concerns

### **WHS**

WHS operate a large number of premises across the country both on the high street and in travel hubs (both train stations and airports). As customer demands have changed so has the WHS offer.

In so far as their travel business is concerned, WHS operate at over 20 UK airports and over 110 rail locations including some of the busiest train stations in the country.

WHS first started a process of licensing some of their travel premises back in 2012 and at the present time WHS sells alcohol from more than 40 outlets at travel hubs across the country, including at some of the busiest stations across the country.

Each of their stores sell a range of products including newspapers, magazines, food and drink, health and beauty products and tech/electrical accessories. The alcohol range, where stocked, is in the form of recognised brands (WHS do not have their own brand) and, therefore, is priced accordingly.

Clearly not all customers will purchase alcohol and where alcohol is sold the WHS experience is that alcohol is not purchased in large volumes

All staff receiving training in relation to the sale of alcohol. This training is refreshed every 6 months. The stores are covered by CCTV. The designated premises supervisor of the site will of course also be a personal licence holder and each site is supported by an area manager, regional manager and a range of head office functions as you would expect of an organisation of WHS stature.

### **The Application Premises**

I attach to this email

1. Proposed layout plan
2. Proposed operating schedule

In advance of submitting the application my client carried out pre application consultation with the licensing authority and the responsible authorities (including the police), none of who made any adverse observations to the application

You will see from the attached that the proposed opening hours and hours for the sale of alcohol are limited to 0800 to 2100 on each day of the week. For your information many WHS premises have longer trading hours and hours for the sale of alcohol.

My client has proposed a series of conditions which are appropriate and suitable to the style of operation at his site and are in line with conditions that attach to other WHS premises across the country. These include conditions relating to the following:

- CCTV
- Age verification procedures

- Staff training
- Signage
- Display of alcohol
- Refusals Log

**Next steps**

Whilst my client is sensitive to the concerns that you have raised, their many years of experience, operating licensed premises in similar locations without issue, has shown that these concerns will not be realised

If, on the basis of the above, you now feel able to withdraw your representation then can I please ask that you send an email to the licensing department at East Hertfordshire Council confirming this. If you are able to copy me in to any response you send that would be appreciate.

I am more than happy to discuss this matter with you should you wish – my contact details are below.

I look forward to hearing from you.

With best wishes

Ewen Macgregor

Partner

For TLT LLP

**WH Smith**  
**Bishop Stortford Railway Station**  
**Station Road**  
**Bishop Stortford**  
**Hertfordshire**  
**CM23 3BL**

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### **Proposed Opening Hours and Operating Schedule**

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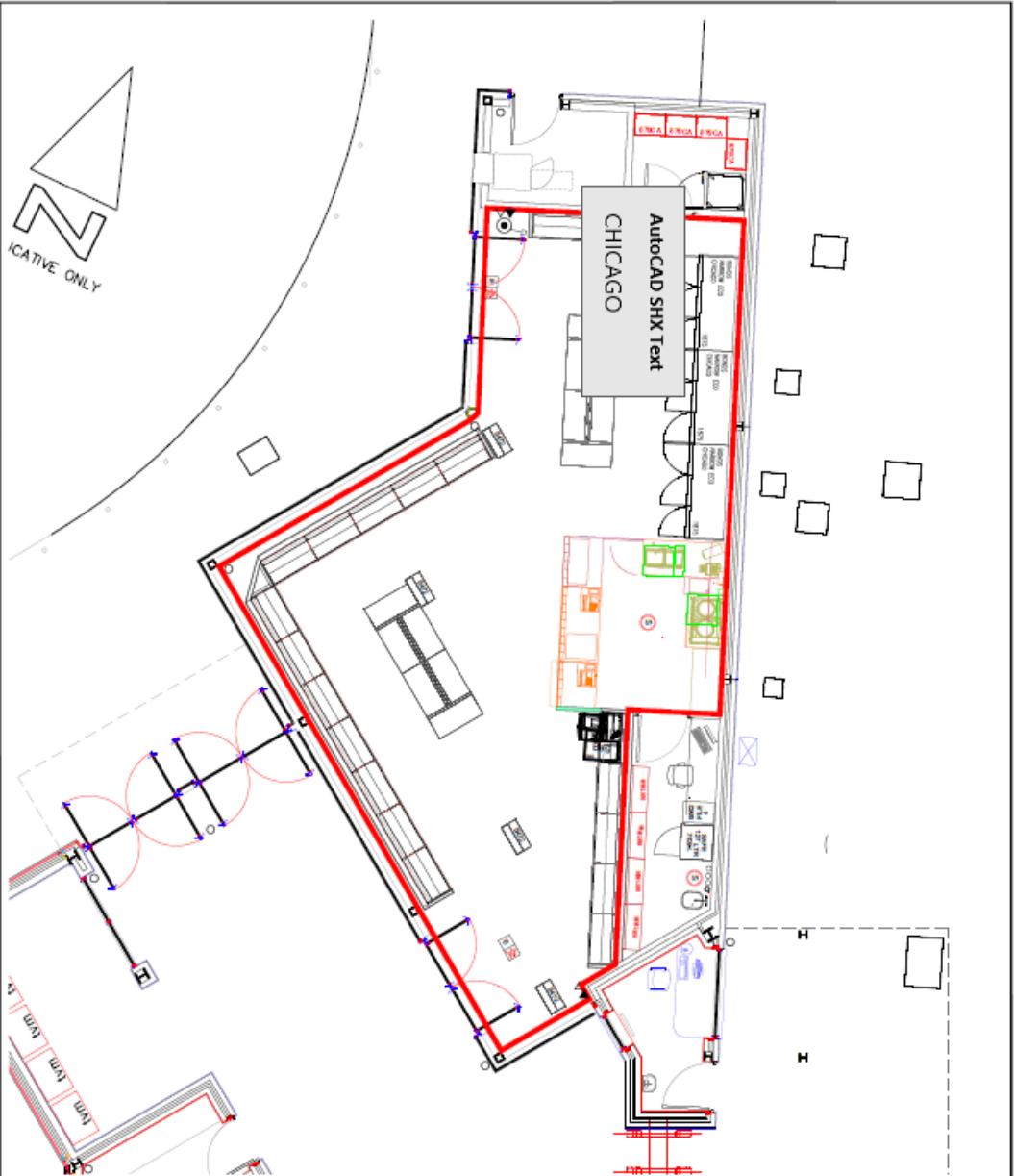
#### **Opening Hours and Hours for the sale of alcohol (off sales only)**

On each day of the week – from 0800 to 2100

#### **Operating Schedule**

1. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time
2. Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment.
3. All sales of alcohol for consumption off the premises shall be in sealed containers only, and shall not be consumed on the premises.
4. A CCTV system is installed within the premises. Copies of recordings will be kept for 31 days and made available to the Licensing Authority or Responsible Authorities upon request.
5. Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency
6. An Age Challenge Scheme with an Age Challenge of not less than 25 years is to be in force for persons who appear to be less than 25 and who are attempting to purchase alcohol.
7. Staff are trained to ensure that in case of any doubt whether a purchaser is over the age of 18 that they must refuse a sale of alcohol unless valid identification is produced.
8. Valid identification is limited to:
  - a) Passport
  - b) Photo Driving Licence
  - c) PASS Accredited Holographic Proof of Age Card
  - d) National including EU Identity Card
9. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol.
10. Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age.

11. Save for spirit mixers, all spirits to be displayed behind checkout areas to which only members of staff have access
12. A till prompt will be installed which will ask for a staff member to confirm they have checked the age for age restricted products.
13. A log shall be kept detailing all refused sales of alcohol in either paper or electronic form.
14. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale.
15. The log shall be available for inspection at the premises by the police or an authorised officer.



[Red outline]	SALES FLOOR
[Red triangle]	FIRE EXTINGUISHER
[Red square]	EMERGENCY EXIT
[Red circle]	EMERGENCY LIGHT
[Red circle]	SMOKE DETECTOR - OPTICAL
[Red circle]	VOID SMOKE DETECTOR
[Red circle]	FIRE ALARM CONTROL PANEL
[Red circle]	PA / V/A
[Red circle]	FIRE ALARM SOUNDER
[Red circle]	BREAK GLASS

**WHSMITH TRAVEL**

Bishop's Stortford  
Main CTN

Area for provision of licensable activities

Shop No	554	Scale	Small Size
Shop No	00465	1:75	A3
Drawn by	08/12/2022	Checked by	Approved by
DATE			
DRAWN	TBC	CHECKED	01
DATE			01

