



HEREFORDSHIRE
COUNCIL

Environment & Culture Directorate
Director: Michael Hainge

Regulatory Committee
Council Chamber
Brockington
Hereford
HR1 1SH

Your Ref:
Our Ref: TJT/CE
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17 December 2008

Dear Councillors

Bargain Booze Plus – 44 Holme Lacy Road, Hereford HR2 6BZ

I am writing to make further representations in relation to the application for review of the above premise alcohol licence made by West Mercia Constabulary.

In December this year in conjunction with the police we decided to retest again all the premises which had sold alcohol to our under age volunteers back in August. On the evening of 15th December 2008 the above premises again sold alcohol (2L bottle of Strongbow) to our 16 year old girl volunteer. This makes a total of 3 separate under age sales in 4 months which is of course totally unacceptable. The underage sales have therefore taken place on 12/08/08, 06/10/08 and 15/12/08.

This further sale was despite on 20th November one of the owners of the business, Mr Ian Hudson, contacting me for advice on preventing alcohol sales. I advised that the minimum precaution was a Challenge 21 Policy and since that was not working a Challenge 25 might be more appropriate. Also around that date one of our officers delivered to Mr Hudson's store two copies of a CD Rom produced by Trading Standards which gives comprehensive advice on underage sales.

Yours faithfully

TIM THORNE
PRINCIPAL TRADING STANDARDS OFFICER
ENVIRONMENTAL HEALTH & TRADING STANDARDS



Putting People First Providing for our Communities Preserving our Heritage Promoting the
County Protecting our Future

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