

**TRADING STANDARDS REP – 02.02.2023**

**From:** [REDACTED]  
**Sent:** 02 February 2023 16:01  
**To:** Licensing <licensing@herefordshire.gov.uk>  
**Subject:** FW: Lidl, Belmont Road Application

Good afternoon,  
Regarding the attached application, I would propose the standard conditions as listed below in relation to the Prevention of Crime and Disorder and Protection of Children from Harm.

I welcome the suggestion made by the applicant in relation to “Proxy Sales” in the section Protecting Children from Harm.

**Prevention of Crime and Disorder**

All staff engaged in the sale of alcohol to be trained in responsible alcohol retailing to the minimum standard of BIIAB Level 1 or any equivalent training course within 1 month of commencing employment at the premises. Where there are existing staff this training shall be completed within 3 months of the date that this condition first appears on the licence. No person shall be authorised to sell or supply alcohol until this training is completed. Refresher training will be conducted at 6 monthly intervals. Training records shall be kept on the premises and produced to the police or an “authorised person” (as defined by Section 13 of the Licensing Act 2003) or an authorised Trading Standards Officer of Herefordshire Council on demand.

**Protection of Children from Harm**

The premises shall operate a Challenge 25 Policy. Such policy shall be written down and kept at the premises. The policy shall be produced on demand of an authorised person’ (as defined by Section 13 of the Licensing Act 2003) or the police or an authorised Trading Standards Officer of Herefordshire Council. Prominent, clear and legible signage (in not less than 32 font bold) shall also be displayed at all entrances to the premises as well as at, at least one location behind any bar advertising the scheme operated.

A written or electronic register of refusals will be kept including a description of the people who have been unable to provide required Identification to prove their age. Such records shall be kept for a period of 12 months and will be collected on a daily basis by the Designated Premises Supervisor and produced to the police or an ‘authorised person’ (as defined by Section 13 of the Licensing Act 2003) or an authorised Trading Standards Officer of Herefordshire Council on demand.

In the event that an employee suspects that a person attempting to purchase alcohol is under the age of 25, is a street drinker, or is attempting a proxy purchase, they will immediately call the duty manager. The duty manager will make appropriate enquiries and will determine whether the sale should be permitted.

An automated till prompt will be set up so that the operator has to positively confirm that Challenge 25 has been complied with when the first item of alcohol has been scanned.

[REDACTED]  
Trading Standards Practitioner  
Herefordshire Trading Standards Service  
8 St Owen’s Street  
Hereford  
HR1 2PJ  
[REDACTED]  
[REDACTED]

**TRADING STANDARDS AMENDED REP – 14.02.2023**

**Sent:** 14 February 2023 11:39  
**To:** licensing@lidl.co.uk  
**Cc:** Licensing <licensing@herefordshire.gov.uk>  
**Subject:** RE: Lidl Belmont Road Application

Good morning,  
I have read the content and would like to suggest the following.

**Prevention of Crime and Disorder**

All staff engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age restricted sales:

- a. Induction training which must be completed and documented prior to the sale of alcohol by the staff member.
- b. Refresher/reinforcement training at intervals of no more than 6 months.

All staff engaged or to be engaged in the sale of alcohol will be trained regarding appropriate precautions to prevent the sale of alcohol to persons under the age of 18, to include the company's Challenge 25 policy, the signs and symptoms of drunk persons and the refusal of sale due to intoxication. Records will be kept of such training which must be signed and dated by the member of staff who has received that training. Staff will also be trained to recognise the signs of proxy purchases. All training records will be kept centrally at the operator's head office or regional office as appropriate and made available to the Licensing Authority, Police or authorised Trading Standards Officer of Herefordshire council as soon as possible and in any event within 7 days of request.

No open containers will be sold from the premises.

**Protection of Children from Harm**

There will be a Challenge 25 policy operating at the premises. Challenge 25 means that the holder of the premises licence shall ensure that every individual, who visually appears to be under 25 years of age and is seeking to purchase or be supplied with alcohol at the premises or from the premises, shall produce identification proving that individual to be 18 years of age or older. Acceptable identification for the purposes of age verification will include a driving licence, passport or photographic identification bearing the "PASS" logo and the person's date of birth. If the person seeking alcohol is unable to produce acceptable means of identification, no sale or supply of alcohol will be made to or for that person.

In the event that an employee suspects that a person attempting to purchase alcohol is under the age of 25, is a street drinker or is attempting a proxy purchase they will immediately call a Shift Manager. The Shift Manager will then make appropriate enquiries and will determine whether the sale should be permitted.

Challenge 25 posters shall be displayed in prominent positions at the premises. (namely till area and alcohol area)

**The above conditions are identical to those currently on the licence for the Lidl store at Unit B, Brook Retail Park, Hereford. HR1 2BQ.**

In relation to a Refusal Register, all new licences in the County have this recommended condition in relation to the Protection of Children From Harm.

A written or electronic register of refusals will be kept including a description of the people who have been unable to provide required Identification to prove their age. Such records shall be kept for a period

of 12 months and will be collected on a daily basis by the Designated Premises Supervisor and produced to the police or an 'authorised person' (as defined by Section 13 of the Licensing Act 2003) or an authorised Trading Standards Officer of Herefordshire Council on demand.

As such, I feel this condition must be included, and is proportionate.

Thank you

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8 St Owen's Street  
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