

Dear Sir/madame,

Re: Application to vary the Premises Licence for Mill Street Stores, 4–6 Mill Street, Hereford, HR1 2NY

We act on behalf of the premises licence holder in connection with the application to vary the premises licence for Mill Street Stores.

We understand that you have submitted a representation regarding the application, particularly in relation to the proposed extension of the hours for the sale of alcohol and the opening of the premises until 02:00 each day.

The applicant fully appreciates that Mill Street Stores is located within a residential community and understands the importance of ensuring that the premises operates in a manner that does not cause disturbance to its neighbours. We are therefore writing to respond to the concerns raised and to provide further information about the nature of the application and the measures proposed to promote the licensing objectives.

Nature of the premises

The applicant took over the operation of Mill Street Stores in December 2025. Since that time, the premises has continued to operate as a neighbourhood convenience store selling groceries, household goods, confectionery, soft drinks, tobacco products and alcoholic beverages for consumption away from the premises.

The variation does not seek to change the premises into a bar, nightclub or entertainment venue. There will be:

1. no consumption of alcohol on the premises;
2. no seating for customers;
3. no regulated entertainment;
4. no music or other activity intended to attract customers to remain at the premises; and
5. no change to the fundamental nature of the business as a convenience store.

Customers ordinarily enter the shop, purchase the goods they require and leave within a short period. Alcohol will remain only one part of the overall retail offer and the premises will continue to provide a broad range of everyday convenience products.

The later hours are intended to meet demand from customers who require access to convenience goods later in the evening, including shift workers, hospitality staff, emergency service personnel, late-night commuters and local residents.

Responsible Authority consultation

The application has been considered by the Responsible Authorities, including West Mercia Police, Environmental Health, Trading Standards and the Licensing Authority.

No Responsible Authority has submitted a representation against the application.

While the applicant recognises that this does not remove the concerns raised by local residents, it is significant that the authorities with specialist responsibility for crime and disorder, noise, public nuisance and underage sales have not considered it necessary to object to the application or seek a reduction in the proposed hours.

Prevention of crime and disorder

The applicant takes the prevention of crime and disorder seriously and has proposed a comprehensive set of updated conditions.

A CCTV system will operate throughout the premises, covering the entrance, exit and areas where alcohol is displayed or sold. Recordings will be retained for at least 31 days and will be made available to the Police or authorised officers upon request.

All staff will receive documented training before they are permitted to sell alcohol. Training will include:

1. preventing sales to persons under the age of 18;
2. recognising intoxicated customers;
3. preventing proxy purchasing;
4. acceptable forms of identification;
5. recording refusals; and
6. the responsibilities of staff under the Licensing Act 2003.

A refusals register and an incident register will be maintained and regularly reviewed by management.

Any customer who is intoxicated, behaving in an anti-social manner or attempting to purchase alcohol on behalf of an underage person will be refused service.

The premises will also not ordinarily stock or sell beers, lagers or ciders exceeding 6.5% ABV, except where the products are genuine premium, craft or specialist products. This condition is intended to discourage street drinking and the purchase of inexpensive high-strength alcohol.

The premises will remain under the supervision of the Designated Premises Supervisor or another suitably trained manager whenever alcohol is being sold.

Prevention of public nuisance

We recognise that the principal concern raised by residents relates to the possibility of noise, vehicles, litter, street drinking or customers congregating outside the premises during the later hours.

The premises does not provide any facilities that would encourage customers to remain outside after making a purchase. Nevertheless, the applicant has proposed measures requiring staff to monitor and manage the immediate frontage of the premises.

Customers will be requested through prominent signage to:

1. leave the premises and surrounding area quietly;
2. respect the needs of neighbouring residents;
3. refrain from consuming alcohol in the immediate vicinity of the premises; and
4. dispose of litter responsibly.

Staff will regularly monitor the frontage of the premises and will take reasonable steps to discourage customers from congregating immediately outside where their behaviour may cause a nuisance.

Any litter associated with the premises will be removed promptly. Deliveries and refuse collections will be restricted to appropriate daytime hours so they do not cause disturbance during the late evening or early morning.

Any complaint concerning noise, anti-social behaviour, litter or disturbance associated with the premises will be recorded in the incident register. Management will investigate the matter and take appropriate remedial action.

To provide additional reassurance to residents, the applicant is also willing to agree to the following conditions:

1. Prominent and legible notices shall be displayed at the exit requesting customers to leave the premises and the surrounding area quietly and to respect the needs of local residents.
2. Prominent notices shall be displayed requesting customers not to consume alcohol purchased from the premises in the immediate vicinity of the premises.
3. Between 23:00 and the closure of the premises, staff shall regularly monitor the frontage and immediate vicinity of the premises, where it is safe and lawful to do so, to identify and address customer noise, litter or congregation associated with the premises.
4. Staff shall take all reasonable steps to prevent customers from congregating immediately outside the premises where their presence is causing, or is likely to cause, nuisance to neighbouring occupiers.
5. Any complaint concerning noise, litter, anti-social behaviour or disturbance associated with the premises shall be recorded in the premises incident register, together with details of any investigation and remedial action taken.
6. Any external illumination or illuminated advertising not required for security or public safety shall be switched off when the premises closes to the public.

These conditions would be legally enforceable and would provide the Licensing Authority with the ability to take action should the premises fail to comply.

Protection of children from harm

The premises will continue to operate a strict Challenge 25 policy.

Any person who appears to be under the age of 25 will be required to produce an acceptable form of photographic identification before being permitted to purchase alcohol. Acceptable

identification will be limited to a passport, UK photocard driving licence or PASS-accredited proof of age card.

Clear Challenge 25 notices will be displayed at the entrance and at the points of sale.

Staff will receive training on recognising false identification and suspected proxy purchasing. Any attempted underage sale or suspected proxy purchase will be refused and recorded. Where appropriate, the matter will also be reported to the Police.

There is no suggestion that the premises has been responsible for underage sales or harm to children under its current management.

Existing operation of the premises

The representations do not identify any current incidents of crime, disorder, noise nuisance, underage sales or anti-social behaviour caused by Mill Street Stores under the present management.

The applicant has operated the premises since December 2025 without any objection from the Responsible Authorities and has sought to introduce a substantially strengthened operating schedule as part of this application.

The applicant accepts that residents are entitled to raise concerns about what may happen if the hours are extended. However, the applicant respectfully considers that the concerns can be appropriately addressed through effective management and enforceable licence conditions rather than by refusing the application outright.

Moving forward

The applicant wishes to operate as a responsible member of the local community and does not want the premises to have an adverse effect on residents.

Should the variation be granted, management will remain available to discuss any genuine concerns arising from the operation of the premises and will work constructively with local residents, the Council, Police and other Responsible Authorities.

We hope that the information and additional conditions set out above provide reassurance that the applicant has carefully considered the potential impact of the proposed hours and has put appropriate measures in place to protect the local community.

In light of the nature of the premises, the comprehensive conditions proposed and the absence of any representations from the Responsible Authorities, we respectfully invite you to reconsider your representation.

Should you feel able to withdraw your representation, you may confirm this directly to Herefordshire Council's Licensing Team. Alternatively, if there are any specific additional measures that you believe could reasonably address your concerns, we would be pleased to consider them.

Yours sincerely,

Stephen Bartlett
For and on behalf of the applicant
Mill Street Stores
4-6 Mill Street
Hereford
HR1 2NY