



LICENSING MATTERS

you serve • we protect

New Premises Licence Hearing  
15<sup>th</sup> December 2020

Maltby Service Station  
Rotherham Road  
Maltby  
S66 8ND

**Supporting documentation**

## **MPK - THE COMPANY**

Established in 1979 MPK is a leading independent operator of UK petrol stations and forecourts. They have 30 sites, all of which are licensed to sell alcohol and 10 that sell alcohol 24 hours a day. There have been no problems with the sale of alcohol at any MPK sites and they are respected and known as a responsible operator that provides valuable services to the local communities they serve.

There has been a forecourt at the location in Maltby for many years and it was purchased by MPK over 5 years ago. In 2020 MPK invested over £600,000 into developing and modernising the site as part of their transformation programme. That programme involves a partnership with Morrison's Supermarkets to create a modern convenience store which provides a whole range of services for the local community & passing trade. As part of the transformation programme MPK look at the local area carefully to assess the availability of convenience store services to local people and where appropriate they fill that gap. In the case of Maltby a 24-hour convenience service was considered to be highly beneficial to the people it serves.

The store sells all products that people expect to be able to buy in one shop such as fresh & frozen food, toiletries, pet supplies newspapers and household goods. Alcohol forms less than 20% of the sales within the store and is not the focus of the business.

In addition to being part of the overall transformation programme, there are other very significant reasons for making Maltby Service Station a 24-hour business. The major reason is the crime that has taken place overnight at the site. This site has been subject to approximately 5 or 6 robberies over the last 3 years and approximately £50,000 of goods & equipment (including CCTV & tobacco) stolen. In addition to the robberies, there have been several alarm call outs causing the police to have to attend the premises. By having the business trading 24 hours it will immediately prevent this from happening and ensure that the local people are protected from this type of activity. As part of the investment into the site security has been a primary focus and significantly improved. In addition to the improvements already made, from 22:00 customers will not be permitted access to the shop and service will be via the night pay window only. By trading 24 hours in this way not only will the security of this site be vastly improved, but it will also act as a deterrent for crime in general in the area and help to protect the local community.

In addition to the above reasons for the application the difficulties that the COVID pandemic has presented for all people is also a feature of this application. At present if local people need to buy a product they have to travel by car to the nearest shop or store to obtain it. That is something that the government are trying to prevent, and only essential travel should be undertaken. By opening this store overnight, it will assist this community to have access to whatever they need close by and remain within the tier system guidelines, protecting the vulnerable and preventing further risk of the virus spreading.

This is business that employs local people, contributes to the local economy, and provides a valuable service to all that live close to it. There are approximately 15 local people employed at the site at present and the granting of this application will result on another 2 full time or 4 part time jobs for local people. Given the present state of the economy, supporting business to remain viable is a key focus of the government, particularly when they have the ability to create employment for local communities.

#### Alcohol Sales Policies and Procedures

MPK have all the expected measures, policies, and procedures to ensure compliance with the law and the upholding of the licensing objectives at all times. These policies include the 'Challenge 25' scheme as their age verification policy, the use of till prompts, refusals, and incident register to name a few.

Staff are comprehensively trained in their responsibilities by way of the Morrison's internal training system which involves staff being continuously training with refresher test taking place every 3 months.

All sites are audited monthly by area managers to include checks on licensing policy compliance. MPK employ the service of Licensing Matters who are always on hand for any support and guidance they may need. As a result of their diligence in upholding the licensing objectives over many years, MPK have never had any problems across any of their UK sites, a track record that can be drawn on when considering this new application.