

Appendix 4

Representations in Support of the Review Application

1. Public Health

From: Rachel-PH Copley <Rachel-ph.Copley@rotherham.gov.uk>

Sent: 04 June 2025 13:45

To: Diane Kraus <Diane.Kraus@rotherham.gov.uk>; Licensing <Licensing@rotherham.gov.uk>

Subject: FW: Application to Review Premises Licence - HEPWORTH DRIVE OFF LICENCE (known as Comrades Convenience Store), 22 HEPWORTH DRIVE, ASTON, SHEFFIELD S26 2BG

Public Health have reviewed the information supplied by South Yorkshire Police and agree that the license for this premise should be revoked.

I have attached the scorecard of our public health related evidence backing up the objective 'protecting children from harm':

- **This area has a higher than local authority average for looked after children**
- **This area has a higher than local authority average for Children not in employment, education or training (NEET %)**
- **This area has a higher than local authority average for Antisocial Behaviour**

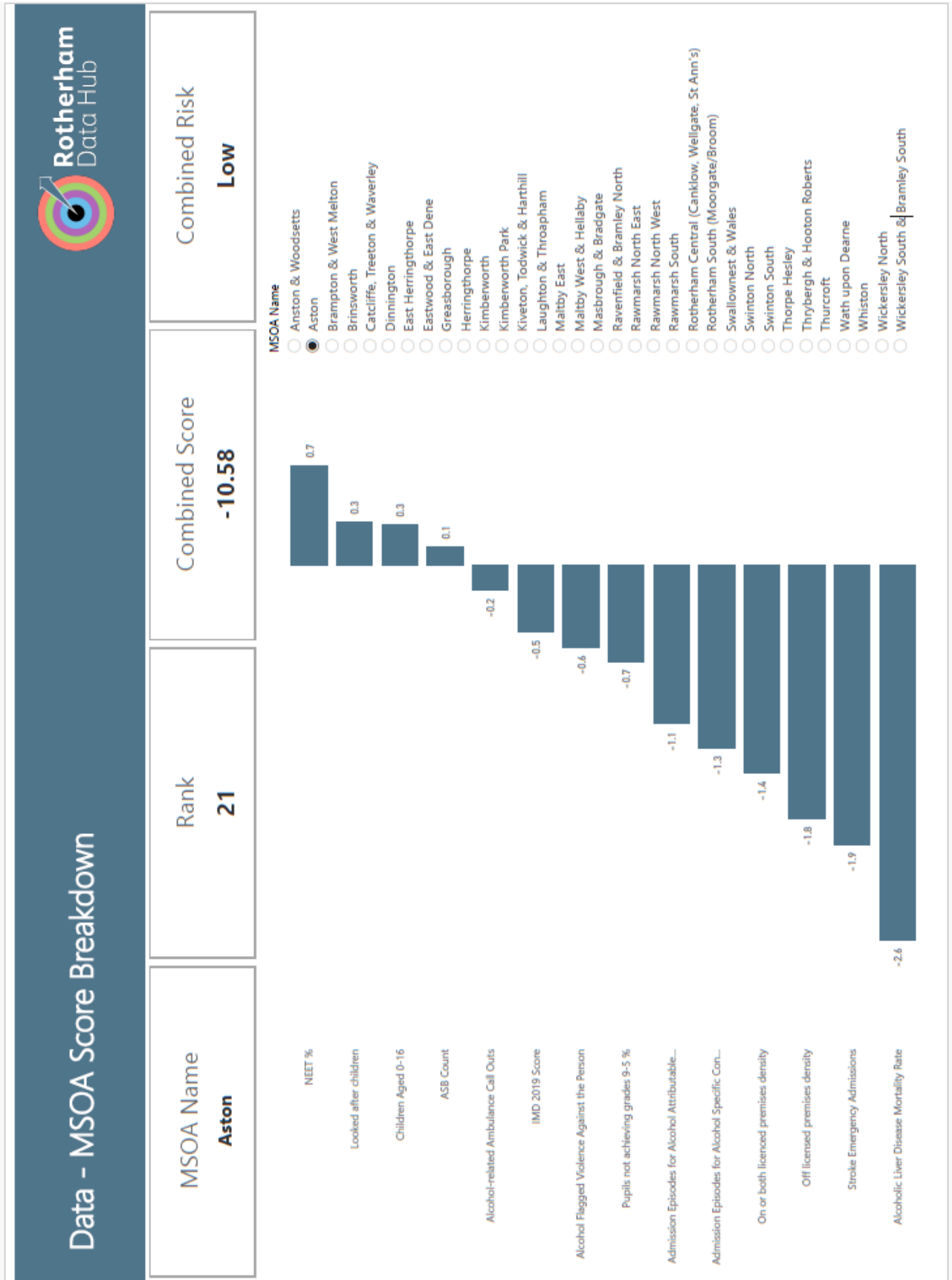
Failure of multiple test purchases shows a disregard for the protection of children from harm, and this is particularly concerning in an area with high levels of vulnerable children and young people. Therefore, this premise should not have an alcohol license.

Rachel Copley
Public Health Practitioner
Adult Care, Housing and Public Health Directorate
Rotherham Metropolitan Borough Council


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<div> <div>Scorecard</div> <div> <div>Postcode Search</div> <div> <input type="text"/> </div> <div> <input type="radio"/> DN11 0EZ <input type="radio"/> DN11 9PS <input type="radio"/> DN11 9RG </div> </div> <div>  Rotherham Data Hub </div> </div>				
MSOA Name	Rank	Score	<div> <div>Combined Risk</div> <div> <p>A 'Combined Risk Score' has been calculated for each MSOA from a combination of weighted indicators based on 2011 MSOA boundaries. In addition to the overall weighted risk rank to the left, the cards below give the value, relative rank (compared to all Rotherham MSOA) and Z-Score for each indicator.</p> <p>Although an MSOA may have higher risk score, this does not mean the MSOA is high risk in general, only that it is higher risk relative to the Rotherham average. Z scores indicate how far the indicator deviates from the average; a score of 0 is the mean average, scores of 3 and higher (or -3 and lower) indicate where a value is an outlier. 'Weighted Value' where shown indicated the relative level, when the weighted Z-Scores indicators across Rotherham are divided into Quantiles.</p> </div> </div>	
Aston	21	-10.58	Low	
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Admission Episodes for Alcohol Attributable Conditions (Narrow)	107.60	Low	21	-0.37
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Admission Episodes for Alcohol Specific Conditions	13.88	Low	21	-0.42
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Alcoholic Liver Disease Mortality Rate	0.00	Very Low	20	-0.87
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Alcohol-related Ambulance Call Outs	203	High	12	-0.06
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Stroke Emergency Admissions	88.20	Very Low	29	-0.97
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
IMD 2019 Score	26.75	Medium	16	-0.23
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Off licensed premises density	0.68	Low	26	-0.59
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
On or both licenced premises density	1.02	Low	22	-0.48
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Children Aged 0-16	21.3%	High	12	0.28
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
Looked after children	9.57	High	9	0.30
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
NEET %	5.1%	High	9	0.69
Indicator	Percentage	Weighted Value	Indicator Rank	Z Score
Pupils not achieving grades 9-5 %	39.4%	Low	24	-0.67
Indicator	Indicator Value	Weighted Value	Indicator Rank	Z Score
ASB Count	142	High	12	0.06
Indicator	Weighted Value	Indicator Rank	Z Score	
Alcohol Flagged Violence Against the Person	Low	24	-0.57	

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2. Rotherham Safeguarding Children Partnership

From: Lee Durrant <Lee.Durrant@rotherham.gov.uk>

Sent: 27 June 2025 11:14

To: Diane Kraus <Diane.Kraus@rotherham.gov.uk>

Cc: Alan Pogorzelec <Alan.Pogorzelec@rotherham.gov.uk>

Subject: RE: Application to Review Premises Licence - HEPWORTH DRIVE OFF LICENCE (known as Comrades Convenience Store), 22 HEPWORTH DRIVE, ASTON, SHEFFIELD S26 2BG

I would support the position that the licence is revoked due to repeated failed test purchases and no evidence of standards improving. The licensee's behaviour as evidenced is undermining the licensing objective of protecting children from harm.

Lee Durrant

*Service and Business Manager - Rotherham Safeguarding Children Partnership
Safeguarding, Quality and Learning
Children and Young People Service
Rotherham Metropolitan Borough Council
1st Floor,
Riverside House, Main Street
Rotherham
S60 1AE*

01709 334516

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3. Licensing Authority

Regeneration & Environment
Community Safety and Street Scene
Licensing Service
Riverside House, Main Street, Rotherham, S60 1AE



Direct Line: (01709) 254955
Email: alan.pogorzelec@rotherham.gov.uk

My Reference: AP/REVIEW/P0028

Your Reference:

Please ask for: Alan Pogorzelec

Date: 30th June 2025

Mrs Diane Kraus
Principal Licensing Officer (Policy & Administration)

Dear Mrs Kraus

**RE: Licensing Authority Representations - Review Premises Licence (No. P0932)
HEPWORTH DRIVE OFF LICENCE (known as Comrades Convenience Store),
22 HEPWORTH DRIVE, ASTON, SHEFFIELD S26 2BG**

I am writing to make representation on behalf of the Licensing Authority to the application, made by South Yorkshire Police, for the review of the Premises Licence (No. P0932) issued in respect of the above mentioned premises.

The Licensing Authority considers that the Licence holder, Hepworth Drive Off Licence Store Limited, of which Mr Thomas MANI PALATHU PARAMBIL is the sole Director, has failed to promote the licensing objectives of preventing crime and disorder and protecting children from harm.

On 31st March 2025 an action plan was hand delivered to the premises by the Council's Licensing Enforcement Officers. This plan, a copy of which is attached as Annex A to this letter, sets out the steps needed to be put in place to bring about improvement and prevent further failed test purchases.

Officers met directly with Mr Mani Palathu Parambil and went through the Action Plan with him, explaining in detail what steps needed to be taken; and that he needed to vary the Licence in order to make the recommended management controls a condition of the Licence.

Following this visit, on 4th April 2025, an email was sent to Mr Mani Palathu Parambil, providing him with supporting documentation to enable compliance with the Action Plan

Despite this assistance Mr Mani Palathu Parambil chose not to take any action, resulting in the third failed test purchase.

The Licensing Authority is satisfied that the Licence holder is unable, or unwilling, to put in place and adhere too, the measures necessary to promote the licensing objectives of preventing crime and disorder and protecting children from harm.

The Licensing Authority supports the recommendation made by South Yorkshire Police that the Licence is revoked.

Yours sincerely |

A handwritten signature in purple ink, appearing to read "Pogorzelec".

Alan Pogorzelec
Licensing Manager

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Annex A

ACTION PLAN

- 1. Put in place with immediate effect the management controls detailed below.**
- 2. Make a minor variation application so as to add the management control as conditions to the Licence:**
 - a) Adopt a Challenge 25 Policy. The Policy shall require that any person who appears to be under the age of 25 must provide ID prior to being served alcohol.
 - i. Acceptable forms of ID are:
 - ii. a passport;
 - iii. a UK photo driving licence; or
 - iv. a military ID card.
 - b) Record all refusals made under the Challenge 25 Policy. Refusals/Challenges made must be logged in a bound book. This log must show:
 - i. date of refusal/challenge made;
 - ii. member of staff who made the refusal; and
 - iii. if refused, whether fake ID was seized.
 - c) DPS to check the Challenge 25 refusal log at least once a week, and sign and date each check.
 - d) The Challenge 25 log shall be kept on the premises and shall be available for inspection upon request of the Police or an authorised officer of the Licensing Authority.
 - e) Signs shall be displayed inside the premises that advertise that the premises operates "Challenge 25".
 - f) A bound incident book shall be maintained, in which the following shall be recorded:
 - i. All incidents of crime and disorder occurring at the premises; and
 - ii. Details of when the Police are called.
 - g) The incident book shall be kept on the premises and shall be available for inspection upon request by the Police or an authorised officer of the Licensing Authority.
 - h) DPS to check the incident book at least once a week, and sign and date each check.
 - i) The CCTV system installed at the premises, shall:
 - i. be maintained fully at all times;
 - ii. make and retain clear images; and
 - iii. show an accurate date and time that the images were made.
 - iv. be accessible to staff, Police or an authorised officer of the Licensing Authority.
 - j) All CCTV images shall be retained for a period of not less than 31 days.

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- k) CCTV images shall be immediately made available for review upon request of the Police or an authorised officer of the Licensing Authority.
- l) A copy of a CCTV image shall be provided within 24 hours upon request of the Police or an authorised officer of the Licensing Authority.
- m) A record of each member of staff who is authorised to sell alcohol shall be kept on the premises. This record shall include the staff members full name, address, and date of birth.
- n) All staff shall receive training on induction and year thereafter, on:
 - i. operation of 'Challenge 25';
 - ii. types of acceptable ID;
 - iii. method of recording refusals;
 - iv. refusing sales of alcohol to persons who appear to be drunk;
 - v. preventing proxy sales;
- vi. how to review the CCTV system if requested.
- o) Staff training shall be recorded, records shall be kept of the premises and shall, on request, be made available for inspection by the Police or an authorised officer of the Licensing Authority