

Appendix 4

Representations Received from Responsible Authorities

Public Health

Sent: 01 June 2026 09:14

To: Licensing <Licensing@rotherham.gov.uk>

Title of premise - Today's - Unit 4 Ox Close Avenue, Kimberworth Park

Application type – ~~New Application / Variation /~~ **Review**

Deadline for response – 3rd June 2026

Response email address – publichealthadmin@rotherham.gov.uk

Summary of Public Health Concern

Public Health have reviewed the evidence supplied by the Licensing Authority and support the recommendation to **revoke** the alcohol license held by AKMS Retail Ltd. The lack of staff training records, missing employment information and several license breaches show a complete disregard for the licensing objectives evidencing that the owners of this license should not be allowed to continue selling alcohol.

Our Public Health Data

Public Health data on this area shows 'very high' numbers of children aged 0-16, 'high' levels of local deprivation and 'medium' levels of looked after children (figures on attached scorecards). These local metrics combined demonstrate an enhanced level of vulnerable children in the area surrounding this premise. Additionally, alcohol admission episodes from this area are 'very high' despite the density of licensed premises in this area being 'very low'. Keeping premises open in this area who aren't promoting the licensing objectives has the potential to cause lots of alcohol harm.

Licensing Objectives Relevance

The license holder clearly fails to promote the licensing objectives and raises serious concern in respect to 'protecting children from harm'. The evidence presented by the Licensing Authority demonstrates a huge area of concern regarding children, particularly to young girls.

Recommendations to Partners


The issues associated with the ongoing police investigation and concerns around the alleged misconduct of staff towards children raise huge concern so I would expect that the RMBC children's safeguarding team and the police respond to this license review on this point, also supporting the view to revoke the license.

Public Health

Adult Care, Housing and Public Health Directorate

Rotherham Metropolitan Borough Council

Appendix 4

Scorecard			
Postcode Search			
Search			
<input type="radio"/> DN11 0EZ <input type="radio"/> DN11 5PS <input type="radio"/> DN11 9SG			
			
MSOA Name	Rank	Score	Combined Risk
Kimberworth Park	13	-0.98	High
<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 indicates the relative level, when the weighted Z-Scores indicators across Rotherham are divided into Quartiles.</p>			
Indicator	Indicator Value	Indicator Rank	Risk Level
Admission Episodes for Alcohol Attributable Conditions (Narrow)	124.30	9	High
Admission Episodes for Alcohol Specific Conditions	20.70	7	Very High
Alcoholic Liver Disease Mortality Rate	0.00	20	Very Low
Stroke Emergency Admissions	116.70	11	High
Alcohol-related Ambulance Call Outs	194.00	14	Medium
IMD 2019 Score	37.38	9	High
Off licenced premises density	0.70	25	Low
On or both licenced premises density	0.42	33	Very Low
Children Aged 0-16	22.9%	7	Very High
Looked after children	7.30	15	Medium
NEET %	2.0%	14	Medium
Pupils not achieving grades 9-5 %	51.3%	15	Medium
ASB Count	141	13	Medium
Indicator	Indicator Rank	Risk Level	
Alcohol Flagged Violence Against the Person	17	Medium	

Appendix 4



Appendix 4

South Yorkshire Police

Sent: 03 June 2026 07:50

To: Rotherham_Licensing <rotherham_licensing@southyorkshire.police.uk>

Representations in support of the application for Review of.

Today's Unit 4 ,Ox Close Avenue, Kimberworth Park, Rotherham, S61 3QY

South Yorkshire Police fully support the review of the premises licence for Today's brought by Rotherham Borough Council. Premise licence No P1205

This review is brought on due to the failure of the company that hold the licence, AKMS Retail Ltd, to promote the following licencing objections

- The prevention of crime and disorder; and
- The protection of children from harm

In addition to the information laid out by the council it has brought to my attention that the shop is advertising the below which in no way supports the licencing objectives.



Jo Belton
Rotherham Licensing Enforcement Officer
South Yorkshire Police
Licensing Department
Rotherham District
Riverside House
Main Street S60 1AE

Jo.belton@southyorks.police.co.uk

Appendix 4

Rotherham Safeguarding Children Partnership

Sent: 02 June 2026 17:43

To: Licensing <Licensing@rotherham.gov.uk>

Subject: Review Application - Today's, Unit 4 , Ox Close Avenue, Kimberworth Park, Rotherham S61 3QY

I would support the position that the licence in respect of the above establishment is revoked due to evidential concern of children being permitted into the rear of the premises, and apparently being asked to enter the rear area of the premises on another occasion. There is inadequate evidence of training for staff which sits alongside these findings, this is despite a clear requirement to do so as part of the licence agreement.

These behaviours as evidenced are undermining the licensing objective of protecting children from harm.

Sent: 02 June 2026 17:46

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

Following up on this I note the wording in the licence agreement specifies training for staff -

'All staff to be trained prior to serving alcohol and other age restricted products. The training will cover matters such as preventing underage sales, proxy sales, and refusing service.'

However this wording does not specify training in safeguarding. I wonder if this should be reviewed in terms of increasing awareness regarding appropriately behaviour and the key role that such shiops have in protecting children?

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, RotherhamS60 1AE

Lee Durrant Lee.Durrant@rotherham.gov.uk

Appendix 4

Representations Received from Other Persons

Other Person 1

Sent: 02 June 2026 17:50

To: Licensing <Licensing@rotherham.gov.uk>

I am a local resident living near Today's on Ox Close in Kimberworth Park. I regularly use the shop, as do my young daughters after school.

Since the community have become aware of the shop assistant being arrested for his inappropriate actions with young children, My 13 year old daughter told me about how he made her feel uncomfortable by staring at her, even when he was serving other customers. She also said that she felt he was following her around the shop on many occasions. At first, I thought it might have been because he was watching them to be sure they weren't shoplifting, but my girls are well behaved and never caused any trouble.

My 11-year-old daughter told me a man serving her grabbed her hands and pulled them towards him over the counter to put sweets into her hands. She told me she felt so confused by this and told me she didn't even like those sweets. My daughter thought it was the same man who has been arrested, because they look alike, but it wasn't the same man.

I haven't seen this man at the shop since.

Another time recently after they have employed another man at the shop, I went into the shop and was queueing behind 2 young females being served. The second man asked them for ID. They gave him their ID and he held onto them for far too long as though it was just to could keep them there for longer. He was asking strange questions that were out of place for an age check. It felt very strange and worrying to me.

Being local, I have also seen the shop selling alcohol to underage children on a regular basis. Me and my mum have seen young lads who are 15 leaving with crates of beer then handing them out to their friends outside the shop or on the green.

I don't think they should keep the licence.