

Classification: OFFICIAL-SENSITIVE



**Application for the review of a premises licence or club premises certificate under the
Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.

If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

I , Ian Savill, on behalf of The Chief Inspector of Weights and Measures

(Insert name of applicant)

apply for the review of a premises licence under section 51 of the Licensing Act 2003 for the premises described in Part 1 below

Part 1 – Premises or club premises details

Postal address of premises or, if none, ordnance survey map reference or description

1a Nire Road
Caversham
Reading

Post town
Reading

Post code (if known)
RG4 5LT

Name of premises licence holder or club holding club premises certificate (if known)

Mr Tajender Singh Parmar

Number of premises licence or club premises certificate (if known)

LP2001396

Part 2 - Applicant details

I am

Please tick ✓ yes

1) an individual, body or business which is not a responsible authority (please read guidance note 1. and complete (A) or (B) below)

☐

2) a responsible authority (please complete (C) below)

☒

3) a member of the club to which this application relates (please complete (A) below)

☐

Classification: OFFICIAL-SENSITIVE



(A) DETAILS OF INDIVIDUAL APPLICANT (fill in as applicable)

Please tick ✓ yes

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other title
(for example, Rev)

Surname

First names

I am 18 years old or over

Please tick ✓ yes

☐

**Current postal
address if
different from
premises
address**

Post town

Post Code

Daytime contact telephone number

**E-mail address
(optional)**

(B) DETAILS OF OTHER APPLICANT

Name and address

Telephone number (if any)

E-mail address (optional)



(C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT

Name and address Ian Savill on behalf of The Chief Inspector of Weights and Measures Reading Borough Council Civic Offices Bridge Street Reading RG1 2LU
Telephone number (if any) 0118 9372477
E-mail address (optional) ian.savill@reading.gov.uk

This application to review relates to the following licensing objective(s)

- 1) the prevention of crime and disorder
- 2) public safety
- 3) the prevention of public nuisance
- 4) the protection of children from harm

Please tick one or more boxes ✓

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>



Please state the ground(s) for review (please read guidance note 2)

The shop was visited during a Thames Valley Police under 18 test purchase exercise, where a 17 year old was able to purchase alcohol without being asked for proof of age. Less than four months later, the shop was visited again during a second under 18 test purchase, conducted by Reading Borough Council, where a 15 year old was able to purchase alcohol without being asked for proof of age.

The shop was then visited during a joint inspection by a Licensing Enforcement Officer and the Community Alcohol Partnership Officer. During this inspection a number of items required attention as outlined in the confirmation letter, dated 1st April 2019.

Therefore, the premises is failing in its duty to promote the licensing objectives of the prevention of crime and disorder and protecting children from harm.

Please provide as much information as possible to support the application (please read guidance note 3)

The premises licence holder has been in place since September 2017. The issues contributing to this review application began on the 25th October 2018 when the Premises Licence Holder failed a Thames Valley Police under age test purchase, when he sold alcohol to a 17 year old test purchaser without asking for proof of age.

Following an initial test purchase failure, it is expected that the business takes immediate steps to improve diligence by retraining, particularly around challenging for proof of age in practice, recording refusals and ensuring suitable signage is on display advising customers of the age verification policy. However, on the 18th February 2019, the shop failed a second test purchase, this time selling alcohol without asking for proof of age from a 15 year old test purchaser.

The time between the two failures was just under four months, and while this is outside the offence of persistently selling alcohol to a person under the age of 18 (two failures in three months) under s147A of the Licensing Act 2003, it was not by far. Guidance on s147A of the Licensing Act 2003 and s182 Guidance states:

s147A Guidance

68. Amendments to the statutory guidance issued under section 182 of the 2003 Act (following revisions through the Police Reform and Social Responsibility Act 2011) recommend that where the offence of persistently selling alcohol to children has been committed at a premises that licensing authorities should review the premises licence with a view to considering revocation of the licence unless such a course is plainly not appropriate. To help this process, the police and trading standards should ensure that they notify licensing authorities about underage sales. This might be done through regular meetings with the licensing authority or through forums on which the police, trading standards and licensing authorities sit.

s182 Guidance

11.29 The Government recognises that the majority of licensed premises operate responsibly and undertake due diligence checks on those who appear to be under the age of 18 at the point of sale (or 21 and 25 where they operate a Challenge 21 or 25 scheme). Where these systems are in place, licensing authorities may wish to take a proportionate approach in cases where there have been two sales of alcohol within very quick succession of one another (e.g., where a new cashier has not followed policy and conformed with a store's age verification procedures). However, where persistent sales of alcohol to children have occurred at premises, and it is apparent that those managing the premises do not operate a responsible policy or have not exercised appropriate due diligence, responsible authorities should consider taking steps to ensure that a review of the licence is the norm in these circumstances. This is particularly the case where there has been a prosecution for the offence under section 147A or a closure notice has been given under section 169A of the 2003 Act. In determining the review, the licensing authority should consider revoking the licence if it considers this appropriate.

To assist in determining general compliance with the Licensing Act 2003 objectives, and to see if the business had been taking steps to make improvements following the test purchase failures, an inspection of the premises took place on the 20th March 2019 by a Licensing Officer of Reading Borough Council and the Community Alcohol Partnership Officer. Several matters were noted including a lack of authorisations to sell alcohol, no training records produced and no refusals log. These are practical issues and beyond some of the more administrative defects often found in licensed premises. A letter was sent (attached at Appendix 1 (minor modifications to paragraphing to hold it onto two pages)) by the Licensing Officer on the 1st April 2019 to the Premises Licence Holder advising of the shortcomings and how to remedy them.

The impact of the two failed test purchases does not appear to have landed with the Premises



Licence Holder and demonstrates that either there is wilful neglect of his responsibilities under the Licensing Act 2003 or he is simply ignorant of those obligations.

The shop is situated in an area of high deprivation (in 20% of most deprived UK- Indices of Deprivation 2015) and this brings with it its own challenges. A shop that is seen as an easy target will eventually generate complaints from local residents and the resulting change in policy that the shop takes could lead to inflammatory situations. Disgruntled customers, who may be used to being served, are refused could potentially lead to acts of violence or abuse of the shop staff and other customers.

The lack of response of the PLH to the two failures, demonstrated by the failings found on the inspection on the 20th March 2019, suggest that PLH does not have the prerequisites required for responsible retailing of alcohol and as such, the Trading Standards Service recommends the revocation of the premises licence.



Please tick ✓ yes

Have you made an application for review relating to the premises before

☐

If yes please state the date of that application

Day	Month	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

If you have made representations before relating to the premises please state what they were and when you made them



Please tick ✓ Yes

- I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate ☒
- I understand that if I do not comply with the above requirements my application will be rejected ☒

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

Part 3 – Signatures (please read guidance note 4)

Signature of applicant or applicant's solicitor or other duly authorised agent (please read guidance note 5). **If signing on behalf of the applicant please state in what capacity.**

Signature

.....

Date **7th May 2019**

.....

Capacity **Principal Trading Standards Officer on behalf of the Chief Inspector of Weights and Measures**

.....

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 6)

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Post town	Post Code
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Telephone number (if any)

If you would prefer us to correspond with you using an e-mail address your e-mail address (optional)
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APPENDIX 1

Alison Bell
Director of Environment and
Neighbourhood Services
Civic Offices, Bridge St, Reading, RG1 2LU
☎ 0118 937 3787

Mr Tajender Singh Parmar
Best One
1a Nire Road
Caversham
Reading
RG1 5LT

Our Ref:EVU 054001

e-mail: richard.french@reading.gov.uk

1st April 2019

Your contact is: Mr Richard French, Licensing

Dear Sirs

Licensing Act 2003

Premises Licence Number: LP2001396

Premises: Best One

Premises Address: 1a Nire Road, Caversham, Reading

On the 20th March 2019 I visited your premises with my colleague Tessa Brunsden who is the Council's Community Alcohol Partnership Officer to ensure you are complying with the above premises licence and advise on any matters that may arise during the inspection. The visit was also to see what, if any, actions had been taken to prevent alcohol being sold to children as per the two test purchase failures on 25th October 2018 and 18th February 2019. During my inspection, I found a number of items that require your attention as outlined below:

- 1) Part B of the premises licence was on display however it was an out of date copy with the former licence holder on. Please ensure that the correct copy of Part B is displayed. If you require a copy of Part B then please contact the Licensing team.
- 2) Part A of the premises licence could not be produced. Two pages of Part A were found on the wall but the other pages were missing. Part A should not be on display. It should be kept securely in a folder or somewhere that can be accessed. If you require a copy of Part A then please contact the Licensing team.
- 3) No Section 57 notice could be located at the premises. This notice states where Part A of the premises licence is kept and who has custody of it. Please ensure this is rectified.



4) No staff could demonstrate that they had been authorised to sell alcohol. You should be aware that the mandatory condition attached to your licence states that all sales of alcohol must be made by or authorised by a personal licence holder. The Guidance to the Licensing Act at paragraph 10.33 states that the best way to authorise staff is individually and in writing. Please ensure that all staff are correctly authorised - preferably in writing.

Advisories

5) No training records could be produced for any member of staff. Training should cover the premises age verification policy; how to carry out and log refusals; how to identify persons who may be intoxicated, knowledge of the four licensing objectives, etc. It is concerning that given the test purchase failures that staff have not undertaken any written training which has been documented. We would expect staff to be trained within any business as a matter of best practice. You are therefore strongly advised to ensure that your staff are trained in their responsibilities in relation to alcohol sales.

6) No refusal book was in use at the premises. Again, we would expect all off licences in Reading to be using a refusal book or electronic refusal log as a matter of best practice - particularly premises that have failed test purchases. You are strongly recommended to implement the use of a refusal book at the premises.

7) No incident book was in use at the premises. You are recommended to use an incident book to record any incident that undermines the promotion of the four licensing objectives.

8) It could not be demonstrated how long your CCTV recorded images for as the staff member was unable to use it. Please ensure that your CCTV system records for 31 days and provides coverage of the entire premises. This will assist in promoting the licensing objective of preventing crime and disorder.

9) Staff did not know what the four licensing objectives were. Please ensure these are refreshed as it is important that they are actively promoted.

Please ensure all of the above points (points 1-4) are rectified immediately. You are strongly recommended to implement points 5-9 as well as we have significant concerns over the sale of alcohol and lack of due diligence at the premises.

If you have any questions in relation to this letter then please contact me.

Yours faithfully

Mr Richard French
Licensing Enforcement Officer

Narancic, Peter

From: Wheeler Simon <Simon.Wheeler@thamesvalley.pnn.police.uk>
Sent: 03 June 2019 16:04
To: Licensing; Licensing
Cc: Smyth Declan
Subject: Best One, Thames Valley Police Representation
Attachments: Best One 1A Nire Road TVP representation 03-06-19.docx; Best one APPENDIX TVP1.docx; Best one APPENDIX TVP2.docx; Best One APPENDIX TVP3.docx

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

Please find attached Thames Valley Police representation in support of the review application regarding Best One, 1A Nire Road, Reading.

Regards



Police Constable 5787 Simon Wheeler | Neighbourhood Supervisor | Reading Town Centre | Reading LPA | Thames Valley Police | Advanced Practitioner Licensing

Address: **Thames Valley Police, Reading Police Station, Castle Street, Reading, RG1 7TH**

Email simon.wheeler@thamesvalley.pnn.police.uk | Mobile **07973 231273** Switchboard **101**



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Click [here](#) to report this email as spam.

THAMES VALLEY POLICE

Division/Station : Reading Licensing Dept

From : PC 5787 Simon Wheeler

To : Reading Licensing Authority

Ref : Best One
Tel.No.

Premises Licence Number LP2001396

Date : 3rd June 2019

Subject :

Supportive review representation

I PC Simon Wheeler on behalf of the Chief Officer of Police for Thames Valley wish to provide this representation in support of the review process relating to Best One, 1A Nire Road, Reading, Berkshire.

Our representation is based on this premises failure to uphold the licensing objectives and more specifically the protection of children from harm by committing offences in relation to the sale of alcohol to persons under the age of 18, as well as a failure to provide sufficient training, authorisations and refusals logs..

The sale of alcohol to children has serious impacts on society and can in certain circumstances lead to Child Crime Exploitation, anti-social behaviour and negative impacts on the health and well being of children.

As such the current Secretary of State's Section 182 Guidance pursuant to the Licensing Act 2003 specifically deals with this in Section 11.29, and outlines the following:

"The Government recognises that the majority of licensed premises operate responsibly and undertake due diligence checks on those who appear to be under the age of 18 at the point of sale (or 21 and 25 where they operate a Challenge 21 or 25 scheme). Where these systems are in place, licensing authorities may wish to take a proportionate approach in cases where there have been two sales of alcohol within very quick succession of one another (e.g., where a new cashier has not followed policy and conformed with a store's age verification procedures). However, where persistent sales of alcohol to children have occurred at premises, and it is apparent that those managing the premises do not operate a responsible policy or have not exercised appropriate due diligence, responsible authorities should consider taking steps to ensure that a review of the licence is the norm in these circumstances".

Furthermore the current Reading Borough Council statement of licensing policy states:

8.17 The Authority carries out joint test purchasing operations with other responsible authorities such as Thames Valley Police and Trading Standards as well as the Community Alcohol Partnership officer. Test purchasing operations will also be carried out to ensure that licensed premises are adhering to their age verification policy as per the mandatory conditions attached to all licences that sell alcohol.

8.18 Where a licensed premises is found to have sold alcohol to a child under the age of 18 years of age then the authority will look to take immediate remedial action against that premises and that licence holder. Similarly, if a premises is found to be selling alcohol in breach of its licence conditions or the mandatory conditions, those are offences which the authority deems to be particularly serious and will look to take action to prevent a reoccurrence.

9.8 It is the Authority's view that the sale of alcohol or other age restricted products to children is completely unacceptable. The Authority will work with colleagues in Thames Valley Police, Trading Standards and the Community Alcohol Partnership to regularly carry out test purchases on licensed premises. The sale of alcohol to children is an offence under the Act. Any premises or licence holder that is found to be selling alcohol to children is likely to have enforcement taken against them.

9.9 A further offence of persistently selling alcohol to children has also been inserted into the Licensing Act 2003. This is defined as alcohol being sold to a child on two occasions within a period of three consecutive months. Any premises that is found to be persistently selling alcohol to children will, as per the Secretary of State's Guidance at paragraph 11.30, have that premises licence reviewed with a view to having it revoked.

9.10 As well as test purchasing exercises being undertaken to establish whether alcohol is being sold to children, test purchasing exercises will also be carried out to ascertain whether a premises is adhering to its age verification policy. Most licences will have a condition stating what the premises' age verification policy should be. Further, the mandatory conditions on all premises licences that authorise the sale of alcohol clearly state that each premises must implement an age verification policy and that all sales must be carried out in accordance with that policy. Therefore, if a premises operates a Challenge 25 policy and only accepts certain photographic ID, then they will be tested to see that this is being done. It is the Authority's view that a Challenge 25 age verification policy should be adopted as best practice with only nationally accredited photo ID being acceptable as proof of age. Any premises found to be selling alcohol not in accordance with their own adopted age verification policy will be committing an offence which could lead to enforcement action being taken to prevent a reoccurrence.

On 25th October 2018 Thames Valley Police completed a test purchase process at Best One during which the Designated Premises Supervisor Mr Parmar sold a bottle of Bulmers Cider abv 4.0% to a female of seventeen years of age. Mr Parmar was issued with a fixed penalty notice for £90.00 for the offence committed which is understood to have been paid.

Thames Valley Police (TVP) are now also aware that a consequent re test purchase conducted by Trading standards officers on the 18th February 2019 resulted in a second failure leading to a fifteen year old being able to purchase alcohol..

It is of serious concern that the premises licence holder/ designated premises supervisor Mr Parmar having previously committed the offence of selling alcohol to a person under 18 years of age has failed to react in an appropriate manner and address this situation at the premises.

This not only led to a second test purchase failure in February 2019 but also the realisation that a number of rudimentary expectations such as suitable training, refusals logs and alcohol sales authorisations were not in place. (As cited within the Reading Borough Council inspection on 20th March 2019).

For these reasons TVP strongly believe that this premises is clearly undermining rather than supporting the Licensing objectives and we fully endorse the review of this premises licence undertaken by the Reading borough Council Chief Inspector of Weights and Measures.

TVP would urge the Licensing Sub-Committee to seriously consider the options available to them within this process and we fully support the recommendation which has been made in relation to the revocation of this licence in order to ensure that the licensing objectives are promoted; with specific regard to the prevention of children from harm.

Appendices

APPENDIX TVP1 – Statement of PC Wheeler relating to Test Purchase on 25th October 2018

APPENDIX TVP2 – Copy of fixed penalty notice issued to Mr Parmar (DPS)

APPENDIX TVP3 – Images of the alcohol sold to the child on 25th October 2018 by Mr Parmar.

Witness Statement

Page 1 of 1

Criminal Procedure Rules, r 16.2; Criminal Justice Act 1967, s.9

URN:

Statement of: **Simon Wheeler**Age if under 18 (if over insert "over 18"): **Over 18**Occupation: **Police Constable 5787**

This statement (consisting of1..... Pages(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it, anything which I know to be false, or do not believe to be true.

Signature: **Simon Wheeler**Date: **29/10/2018**

I am Police Constable 5787 WHEELER of the Thames Valley Police, currently stationed at Reading Police Station.

On Thursday 25th October 2018 at approximately 1941 hours I was on duty and in plain clothes using call sign EA62. At this time I was conducting a test purchase operation in relation to the sale of alcohol to children under the age of 18 at BEST ONE, NIRE ROAD, READING, BERKSHIRE.

At this time I entered the store alone and observed a member of staff working behind the till whom I now know to be Tajiender Singh PARMAR.

Approximately thirty seconds after I had entered the store the child test purchaser identified as YP/02 (a female whom was seventeen years of age) entered the shop with the intention of purchasing alcohol.

I was stood within the store in close proximity to them for the purpose of observing any sales that take place and to provide welfare and safety assistance.

YP/02 was observed by me to select and purchase a single bottle of BULMERS cider with an abv of 4.0% from PARMAR without being asked his age or for any identification.

YP/02 then left the shop with the alcohol at which point I followed her out and once outside I took control of the alcohol and photographed the bottle as evidence of the sale.

These images can be identified as SDW/1 – Image of BULMERS sold by PARMAR at BEST ONE, NIRE ROAD, READING on 25-10-18.

I then returned to the shop with Richard French from Reading Borough Council where I informed PARMAR that I was a Police Officer that he had failed a test purchase procedure and sold alcohol to a person under the age of 18.

I cautioned PARMAR due to the offence committed and with the intention of issuing (if suitable) a fixed penalty notice.

PARMAR replied "I ADMIT I DID IT THINKING BACK, BUT I WAS THINKING OF OTHER THINGS AND I THOUGHT SHE HAD BEEN 25".

Having obtained a refund for the alcohol purchased during the testing process I performed a number of checks via our force intelligence bureau and was able to confirm that PARMAR was eligible to receive a fixed penalty notice for the offence of selling alcohol to a person under 18 years of age.

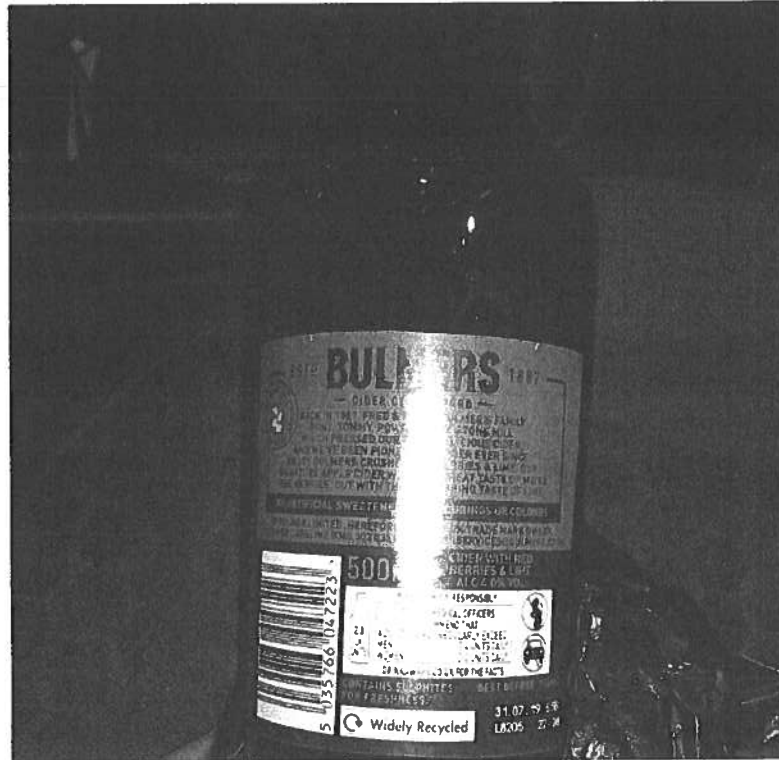
At 2007 hours I issued a fixed penalty for this offence reference 0438030095422518.

These are my original notes completed at 1820 hours on 29th October 2018.

Signature: **Simon Wheeler**Signature Witnessed by: **N/A**

APPENDIX TVP3

SDW/1 – Image of BULMERS sold by PARMAR at BEST ONE, NIRE ROAD, READING on 25-10-18.



Name of Officer	J S CHAMPEAU
Type of Application	Review of Premises Licence - Licensing Act 2003
Name of Premises	Best One
Address	1a Nire Road
	Reading
	RG4 5LT
DATE	3 June 2019

Content of Application:
The application is for the review of a premises licence in respect of the above mentioned premises. The application has been submitted by the Trading Standards Service (Chief Inspector of Weights and Measures) who are a named responsible authority in the Licensing Act 2003.

Licensing Officer's Comments:

The Licensing Authority - in its role as a Responsible Authority - fully support the application for the review of the premises licence for Best One at 1a Nire Road, Reading.

The premises licence holder has been in place since September 2017 and has therefore had considerable time to ensure that all required checks and procedures are in place to protect the young from illegal sales. In October 2018 the premise was test purchased by Thames valley police they sold alcohol to an under aged person. This failure should have indicated to the premise licence holder that there was a serious problem with the premises and that the procedures to protect the young from underage sale were not working.

In February 2019 some four months after the October 2018 test purchase failure, the premises failed again, selling alcohol to a 15 year old, it is clear that any improvements made by the premises licence holder during the previous 4 months had not worked.

In March 2019 a licensing officer carried an inspection of the premises and found a number of deficiencies, some of which show that the two test purchase failures had done little to improve the compliance to the premise licence requirement's. A copy of this letter is attached to the trading standards review application as Appendix 1.

Legislation, Case Law and Licensing Act 2003 Guidance

1.1 It should be noted that paragraph 51 of the Licensing Act 2003 states that a **review is of the premises licence and not the premises licence holder**. Therefore the activities that have been carried on in accordance, or not in accordance, with a licence are what should be considered when determining a review application.

1.2 The Secretary of State's Guidance to the Licensing Act 2003 (April 2018) also has three paragraphs that we would like to bring to the Committee's attention in respect of reviews and enforcement action:

11.10 Where authorised persons and responsible authorities have concerns about problems identified at premises, it is good practice for them to give licence holders early warning of their concerns and the need for improvement, and where possible they should advise the licence or certificate holder of the steps they need to take to address those concerns. A failure by the holder to respond to such warnings is expected to lead to a decision to apply for a review.

11.18 However, where responsible authorities such as the police or environmental health officers have already issued warnings requiring improvement - either orally or in writing - that have failed as part of their own stepped approach to address concerns, licensing authorities should not merely repeat that approach and should take this into account when considering what further action is appropriate.

11.25 Reviews are part of the regulatory process introduced by the 2003 Act and they are not part of criminal law and procedure. There is, therefore, no reason why representations giving rise to a review of a premises licence need be delayed pending the outcome of any criminal proceedings. Some reviews will arise after the conviction in the criminal courts of certain individuals, but not all. In any case, it is for the licensing authority to determine whether the problems associated with the alleged crimes are taking place on the premises and affecting the promotion of the licensing objectives.

Summary

In summary, the premises has:

- 1) On more than one occasion failed a test purchase;
- 2) Been subject to a licensing inspection after the two failed test purchases and found none compliant with the Licensing Act 2003.

Best One Shop
1a Nire Road
Lower Caversham
READING
RG4 5LT
30 May 2019

For the attention of
The Chief Inspector of Weights & Measures
READING BOROUGH COUNCIL

Dear Sir/Madam,

I am writing to you with reference to the proposed Licence Review Notice that was received at the above detailed shop on the 7th of May 2019. I would like to assure you that I have taken this notice extremely seriously and taken immediate action to rectify the situation.

I am a small local shop keeper and have experienced difficulties employing reliable staff.

I have one person working for me on a full time basis (Mr Gurung).

The shop opens at 7.00am and closes at 10.00pm. The Licence covers sales until 11.00pm, but the shop is always closed by 10.15pm at the latest. Mr Gurung starts work when the shop opens, then takes a break at 11.00am for four hours, before recommencing his duties at 3.00pm.

I had employed a young lady on a part time basis to cover his break. I was happy to be able to offer her (Ms Cupido), an opportunity to earn a part time income, but unfortunately this decision has had disastrous consequences that I am now dealing with. I have genuinely learnt from what has happened, in the hardest possible way and I am truly sorry for the mistake that was made. I am not in any way trying to pass the blame, however, I did feel I had left my shop in good, safe hands. I never foresaw an incident like this happening.

My shop was the subject of an armed robbery in October of last year and this crime sent me into a state of depression. I already had 'money worries', and my debts have increased as a result of this.

I found it very hard to cope. I had nobody to speak to and had to face everything alone. It has been an extremely challenging time and I remain very anxious about my substantial debt.

I now enforce the 'Challenge 25' rule at all times, and ensure that without identification, no alcohol, cigarettes or tobacco are sold. If any member of my staff does not enforce this procedure, then they will face instant dismissal.

I confirm that the perpetrator has been dismissed from my shop.

Unfortunately, whilst I believe that Ms Cupido is a decent individual, I realise now that she was not taking her responsibility seriously. I feel she had lost interest in her job and was purely coming into work for the money.

Obviously this is unacceptable. She also had some strong opinions and tried to overrule me on occasions and this was inappropriate. My work comes first. My job and my shop are my life.

I have retrained Mr Gurung and made adjustments to the running of my shop.

If I lose my license, I stand to lose everything. This is because I am in debt to people who lent me so much money to buy this shop in the first place. The license the shop holds is its strength.

I can honestly assure you that we never sell alcohol, cigarettes or tobacco to any customer under the age of 18.

The whole Amersham Road Community is my witness. They all know and trust me. They know I am a conscientious, caring man. I myself have an 18 year old son who I have supported and encouraged in the sport that he is passionate about. He currently plays Cricket for Middlesex, Northampton and Berkshire. I practise and encourage a healthy life style and like nothing better than to see young people achieve their goals in life.

I understand that as the owner of this small business, the actions of any/all of the staff employed by me, are ultimately my responsibility. I acknowledge and accept that a serious mistake was made, but please may I reassure you that this was a mistake, albeit a very serious one.

The Amersham Road Estate is a challenging area in which to run a shop. Some customers can be aggressive and confrontational. There have been occasions when I have had altercations with young people whom I have challenged over their age. This has never deterred me. I always adhere to the 'No I.D. No Sale' rule regardless of the reaction it

sometimes triggers. Although some of the people that frequent the shop are difficult customers (mostly men, ranging from late teens to maybe 40 years old), the majority of them are very friendly and kind and I feel they treat me as they would a member of their own family. I have had general support from these 'friends' of mine, who have told me to stay strong and that they will back me up. I feel blessed to have such lovely customers.

I do accept responsibility for the mistake that was made by Ms Cupido, but want to assure you that she did receive appropriate training before I even considered leaving her alone to serve customers.

We serve on average 120 – 150 customers each day. Mainly the same people from the local neighbourhood, but sometimes we see new faces. They come here for an array of different services/products.

We have an ATM machine which is regularly used.

Some of our customers are elderly and/or disabled and I feel having a convenient store at the heart of the community is invaluable to them. In fact, I would go as far as to say that some people have come to rely solely on Best One Shop. I made the decision to sell basic groceries like bread and milk with very little mark up to encourage my customers to buy locally. Obviously this helps them and encourages them into the shop.

My customers use my PayPoint facility regularly to pay bills and top up electric keys etc. Approximately [REDACTED] is put through each week. I have to pay [REDACTED] each week to rent this machine. This service costs me money, as opposed to earning any income from it. I realise it's not compulsory to offer this facility but it saves customers having to walk 15/20 minutes to the next closest shop. I truly do have the best interest of my customers at heart. Many of the elderly still like to buy a daily newspaper. I don't sell enough to qualify for commission from these sales, but again, decided to continue to offer them. The suppliers were reluctant to continue to deliver to me due to the location of the shop and the value of revenue from newspaper sales, but after a lengthy discussion, I managed to persuade them to do so which I considered to be a small victory.

Please may I request that you take these factors into consideration when reviewing my license?

The revenue from the sale of alcohol forms a large part of my takings and without this, trading will almost definitely become non viable.

My decision to enforce 'Challenge 25' is working well. It's amazing how many young people do appear to be 25 years old, but when asked for I.D. it shows them to be considerably younger. I have found that customers are a lot happier to be asked to prove their age when asked if they are 25 years old. Perhaps young people of say 19/20 felt personally offended before, whereas now they fully accept that they appear to be less than 25.

I travel from [REDACTED] each and every day.

I am totally committed to my business. I have made a conscious effort to create a friendly atmosphere and have, as I said, built a cordial relationship with the community.

I am on first name terms with the majority of my regulars. It's heart warming when someone comes in smiling and says "Hey Sonny, how are you today?" This is exactly what I have strived to achieve.

I have many young children who come in to buy drinks and confectionary, it's lovely to see them.

Please know that I would never, ever condone the sale of alcohol, cigarettes or tobacco to any person under the age of 18, it is totally against all of my beliefs. I like to see young people participating in sport and looking after themselves, not smoking and drinking.

Yes, there have been occasions when under age teenagers have attempted to make illegal purchases here but the answer has always been the same. No I.D., no sale.

I cannot emphasise enough, how genuinely sorry I am for this terrible oversight.

I am absolutely distraught that this has happened in my shop. The shop that I love, the business that I cherish.

Thank you for taking the time to read my letter/email. Please feel free to contact me on 07939 940444 should you have any queries or questions. I look forward to hearing from you in due course, and again, would like to thank you in anticipation of your consideration in this regard.

Respectfully yours

T.S. Parmar

Mr T S Parmar (proprietor of Best One Shop, Nire Road, Caversham, Reading RG4 5LT)

Narancic, Peter

From: Licensing
Sent: 13 May 2019 07:13
To: Masson, Clyde; Narancic, Peter; Smalley, Robert
Subject: FW: Public notice



Kind Regards,

Ms Leigh Ingram
Team Leader - Business Support Team |
Regulatory Services | Directorate for Economic Growth & Neighbourhood Services
Email: leigh.ingram@reading.gov.uk



From: Tajiender Singh Parmar [mailto:[\[REDACTED\]](#)]
Sent: 12 May 2019 20:15
To: Licensing
Subject: Public notice

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

To : Mr Richard french,

Dear, sir/madam,

Due to the circumstances, I would like to inform you that, I have taken this matter very seriously therefore I have had to let my staff go due to the accident, I do not want to lose my license & shop. Also as a business we are promoting under age sales to the community, We also have changed our display format in the shop, we also now wear logo printed T-shirt & poster in the shop door the poster you put up outside the the teenager had ripped down I have stuck in the front door of. I would like to reach out to you on how we could make our promotion bigger & also please could you guide us with better training, I want to be on the good book of the law, I like would like to meet you person. Once again I'm very sorry please forgive me for last time I will never repeat mistakes again, I want say my shop license. once again forgive me I can't forgive me myself. I hope to hear from you soon in a positive approach kind regards

Mr Tajiender Singh parmar
Best one shop 1A nire road
Caversham Reading RG4 5LT

TOBACCO

NO
NO
SALE!

NO
NO
SALE!

It's not personal
It's the law!

FIND
YOU'RE
FOR?

Pr

St
ins
for
they
a pe

CO
HERE

UNDER
25?

Please be
prepared to show
proof of age
when buying age
restricted products

25

AL
TOBACCO
TS TO
UNDER
OF 18

national
s from
er minute

Cadbury
Dairy Milk

Cadbury
Dairy Milk

£1

£1

CHOPPED NUT

More
Milk

apezant

Fruitella

(8)

Narancic, Peter

From: zo-yo parr [REDACTED]
Sent: 15 May 2019 17:43
To: Licensing
Subject: Information about best one Nire Rd - fwd to RS by clm

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

Good evening

I'm name is Zoe parr, I live at [REDACTED] Managua Close, I've been using best one on nire road since 2002 I've never had a problem there. Since the new management started it has been a much better and welcoming shop to go in to. I understand that the staff didn't ID someone but I know it not any excuse but the shop has had a lot going no. There was the robbery at knife point and then another robbery by someone that was working there at the time to. The owner has worked so hard to make sure it goes back to a welcoming and safe place to go to. I think it's unfair to take someone's license after because of one mistake. I've been informed that on the day of the person not being ID there was another customer behind the one being served at the time kept saying hurry up hurry up they were very abrupt in their speaking.

The owners are amazing they always help if you need anything in the shop, they help you find things you need, if you are unsure on prices they will inform you on that also. They always ask how you are and how your days been very catchy , which is very lovely to know you are that welcomed in to your local shop. Please don't let these people loose their licenses. We love the shop how it is. The people that live here doesn't want it any other way. Everyone has made a mistake now and then the people are ok no one is hurt everyone is fine. Please rethink.

Thank you for taking your time to read this.

Kind regards

Zoe parr

Click [here](#) to report this email as spam.

(9)

Narancic, Peter

From: sharlane downes [REDACTED]
Sent: 18 May 2019 20:19
To: Licensing
Subject: Best one nire road

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

To whome it may concern

I am writing this email regarding the licence review of best one store Amersham road in which a minor has been servered alcohol in my knolegde having lived here for 15 years and my local shop that they would not sell to under age people I have seen people been refused items due to no I.d I have also been approched often my minors around the corner asking to get them goods as they cannot be served which I myself would never do either I do know that there has been a new member of staff working there and Maybe it could be her that did not ask for id as I no for a fact that the other staff members always ask for ID

Thank you for taking the time to read this

Sharlane Downes
[REDACTED] managua close
Reading
Rg4 5lx

Click [here](#) to report this email as spam.

(10)

Narancic, Peter

From: Craig Spicer [REDACTED]
Sent: 21 May 2019 19:29
To: Licensing

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

My name is Craig spicer , been living at 30 honey meadow close in caversham for 19 years , been coming into the best one shop on bird road caversham rg4 5lt and have know Parma for 2 years and have witnessed him give great service and has a great attitude and I have witnessed him ID many people in the evening past 7. He is a very honest man and please support him to carry on with his licence. In my eyes he is a great individual. If you need any more information contact me on [REDACTED] King regards Craig.

Sent from my iPhone

11

My name is Pavlo, Father of two childrens and I now how important is to follow the law and rules so since I'am living around, this store being very important to carry and buy stuff that we need urgently, all time the store manager and employe treat customers very well and kind. I do understand that mistake, probably if they can be punished in other way should be fair, but don't shut it down.

yours sincerely.

Pavlof.


████████████████████ Alton walk, CAVERHAM

13-05-2019

(12)

16/05/019

Martin Davies

 NINE ROAD
CAKESHAM
READING

DEAR SIR/MADAM,

JUST A NOTE TO
SAY HOW HELPFUL SUNNY HAS BEEN TO
ME SINCE HE TOOK OVER BEST ONE STORE
IN NINE ROAD.

HE HAS LISTENED TO ME
WHEN I HAVE REQUESTED STOCK HE DOES
NOT CURRENTLY HOLD.

HIS EMPLOYEES ARE
CLITE, THOUGHTFUL, AND UNDERSTANDING.

YOURS FAITHFULLY

M. J. Davies

13

BEST STOP NIA RD.
Very convenient for my gas +
electric and my kids love going
in there for there snacks.

mdc.



IAN MIKAKO UAI

(14)

Best one Nire Road

I think it would be appalling for our local shop (Best one) to close, due to a lot of people with mental and physical illnesses who really depend upon this shop. I have lived here for over twenty years and have ~~always~~ relied on this shop for my essentials.

Mr parmer has always made us feel welcome into his shop, greet us with a smile. It would be very sad to see him leave because of a member of staff been careless.

Cellette Ryan

MANAQUA close.

15

~~119 EN~~

~~MIKARDO VOY~~
CAVERSHAM READING

I'm Come in Shop 1A. nice road
Caversham reading Best me Shop, they are
Always check ID & Best customer service.
this shop is a great comenety & always
people ~~asking~~ ~~can't~~ CIG, Alcohol buy time shop
keeper Always Asking ID. When im struggling
Sunny will help me out with things like
food you can not close the shop.
it will be very Always for good
Thank you.

M-Bashir

15/05-2019

(16)

Ramay: [REDACTED] Amersham Road

I am a father from The estate. The shop is the life of the estate as a father the shop is very helpful to the community and me sometimes when I'm struggling Sunny will help me out ~~with~~ with things ~~like~~ like food you can not close the shop cause you will be taking away a lot of people help and support. R. Miller

[REDACTED] 14/05/19

(17)

Sharon Howes
[redacted] Ian Mikardo way
PC44 SDA Living here
for 8 years

I have been using this shop since I
move to this estate it is a very good
shop and the owner Mr Padmar
is very very helpful and it would
be a very big shame if he was
to loose this shop. He has not made
any mistakes in all the years he
has been there and the

Yours Sincerely

Sharon Howes
[redacted]

16.5.19

(18)

MY NAME ADAM BENFEL,

IAN MIKARDOWAY, CAVERHAM,
RUGBY,

CONTACT [REDACTED]

I HAVE KNOW MR PARMAN OF BESTONS,
1A NINE ROAD, RUGBY, OVER 1 YEAR,
AND I HAVE LIVING ON THIS ESTATE 9 YEARS,
AND MR PARMAN IS NEW KIND OF ON
THIS ESTATE, MR PARMAN IS STAND UP
SHOPKEEPER, ALSO MY FRIEND KNOW,
HE IS HANDWORKING MAN, AND TREAT
HIS CUSTOMERS RIGHT, AND HE
WILL NEVER DO ANYTHING SILLY.

I HAVE SEEN HIM ASKING ID'S ALL THE
TIME, HE EVEN ASK ME FEW TIMES
FOR ID FROM ME, BUT NOT ANYMORE
BECAUSE IM 23 YEARS OLD.

THANK YOU

AND THEREFORE THIS SHOP WILL REMAIN
AS USUAL WITH MR PARMAN OF
BESTONS, 1A NINE ROAD

IF YOU NEED ME, CONTACT ME
ON ABOVE NUMBER.

Yours Sincerely

ADAM BENFEL.

14/5/19

19

17/5/19.


THAMES PERCINS.

IAN MILKROD was
COVERMAN RE 4 JBZ.

To Whom, this may concern. I have been living in this area for over 25 years. I have been using this shop for 2 years. He like having this shop here it is very convenient for me. Mr Parmar of Post one New Road Ray SEI I have never seen him do any wrong doing. Never sold alcohol or cigarettes to any minor. Any information please don't hesitate to contact.

[REDACTED]

(20)

 Amersham.

I rely on this shop for paint
gas + elec / and essentials. would
be a great loss and inconvenience.

Mr S. Campbell

①

THE BEST ONE SHOP IS OUR ONLY ACCESS
TO A LOCAL STORE, IS NOT REASONABLE TO
REMOVE A LICENSE FOR ONE MISTAKE. THIS IS A
VERY IMPORTANT SHOP FOR OUR LOCAL COMMUNITY

T. GOODMAN ~~XXXXXXXXXX~~ FIRE RD.

22

MIKE HORSFIELD ~~MIKE RD~~ CAVESDALE
I HAVE LIVED HERE FOR 10 YEARS AND IVE MR PARMAR FOR
2 YEARS. IN THAT TIME I HAVE NEVER SEEN OR HEARD OF MR
PARMAR DOING ANYTHING WRONG WHILEST RUNNING THE SHOP.
MR. PARMAR AND HIS STAFF ALWAYS ASK FOR I.D WHEN PEOPLE
ARE BUYING ALCOHOL OR CIGARETTES

BEST ONE, IA NIAE RD CAVESDALE

M. ~~MIKE RD~~

15/5/19

~~MIKE RD CAVESDALE~~

23

Best one wire D-d, RG4 SLT

AS FAR AS ME AND MY FAMILY ARE CONCERNED BEST ONE ON WIRE D-D TO CLOSE WOULD CAUSE PROBLEMS FOR A LOT OF PEOPLE, PEOPLE WITH PHYSICAL AND ALSO MENTAL ILLNESS ESPECIALLY, AS THE NEAREST SHOP WOULD BE 20 MINS AWAY WALKING, AND IT WOULD MAKE IT EXTREMELY DIFFICULT TO GET BITS AND PIECES, THAT WE NEED.

MR PARMER HAS BEEN THE BEST SHOP KEEPER WE HAVE HAD AROUND HERE ESPECIALLY WITH THE TYPE OF TEENS WE HAVE AROUND HERE, HE COPE/DEALS WITH THEM VERY WELL INDEED, AND THERE HAS BEEN HARDLY ANY TROUBLE IN THE SHOP BECAUSE OF THIS, HE RESPECTS EVERYONE AND TREATS EVERY ONE AS EQUALS.

IT WOULD BE A GREAT LOSS TO LOSE MR PARMER, PLEASE DON'T CLOSE OUR SHOP

ARS EUSNS

~~Dean~~

MANCASH CLOSE, RG4 5LX

(24)

My Name is Jake, I live At ~~XXXXXX~~ manager
close

The best one is the ^{best} local shop
around this are, it provide's good and
quality food, drinks and services. The owner
owner Sunni is a grate man and get's
involved with the community and help out
when he can. you can talk to anyone
and all they would say is good things
about this shop.

Boston Shop, Nite Road,
R045 Lt. - Caversham.

Sunni

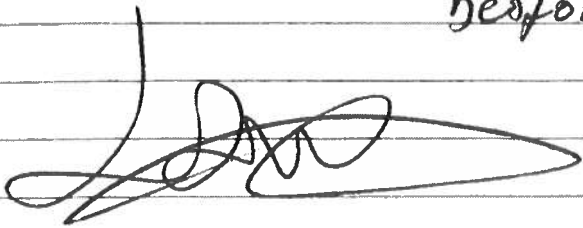
12-5-19

(b)

My NAME 'IS LORENZO, I Live at [REDACTED] Rothwell
WALK.

I Come To This Shop every Day.

The owner is a good MAN AND gets on
with the community so good. Losing him
would put a MASSIVE hole in the community
bespoke shop.



(26)

Robert Cox [redacted] law market way

Reading Caversham

is parmer best one Shop 1a Nire Road RG45LT

I have been coming to the Shop for over 8 years and
is parmer in my eyes helpful and law abiding and very
professional. in my eyes he does not deserve to lose his
License give him one more chance.

RGC 15/05/19 [redacted]

(21)

my name is Daniel,

Resident in meadow was local to best one,
have been using this shop for nearly two years
since living here, This shop is very convenient
and relied on by those local, have seen over this
time some different staff and on occasions the challenges
they have with some customers, and have asked for i.d
on these instances.

signed:

Daniel 04.05.14

[redacted] meadow was.
RG45LY.

28

Best One is our local Store used every day & often.

I have always seen the Staff ask for ID for cigarettes & alcohol. Very nice owner & lovely Staff. There are no other local Shops, they are about a 20 min walk. This Shop is needed by everyone that lives here.

V Bicherstaff

[REDACTED] Ian Mikardo Way.

(29)

This Shop has been here since I moved here back in 2000, I have never seen a problem with the Shop. ~~the~~ Sunny has never done anything like this before and has always asked me for I.D. Since I've met him ~~the~~ ~~the~~ The Community of the estate relies on this Shop for daily things as so many people down here have health issues so are unable to work to Co-op.
BESTONS SHOP, RG45LT.

B

Brandon Towse

~~WIRE~~ Road

Reading

Rg 45/Lt

~~07/04/2015~~

Jinder Singh

Basinstock Road

RG2 0ER

I have been come to this shop
round two years. I know MR. PARMAR very well
e is very co-operative, honest & helpful person.
I been shop not regular but some times & his
service is very good. One time I forget to take
my change I was in hurry & he was busy as
well & next visit he gave my change back.
he never made any mistake. I seen him he
always ask I-D who looks ^{like} under 18.

your sincerely,

Jinder Singh

16.5-19

31


Reece weatherburn
[redacted] nire road

I always have to show
the shop keeper my ID

Reece DA

16.05.19

Alice Unwin

 Nire Road, Caversham

I have lived ~~at~~^{at} this address since i was born, since i have turned 18, the workers always asked for my ID. They are always professional and friendly. A lot of people come to this shop as it is close to where they lived & i wouldn't know what we would do without it. When i have previously been in the shop & i see people buying alcohol or tobacco, no matter if they have seen there ID before they always ask for it again! Which i feel is very important!

Keep the shops license!

23

Sean Nolan - [redacted] Ian Murdoch way - [redacted] RGA SDA

I've Lived on Ian Murdoch way For 23 years I've Been
Coming to this Shop For about 10 or there and I've never
Seen any Problems MR Parnis is a gentleman and I've never
Seen any underage Selling or any other wrongs doing
Bestone is a good Shop and good People work here

Sam 16/5/19 - [redacted]

(34)

Scott Bull [REDACTED] IAN MIKARDOW WAY RG45BZ
[REDACTED] Lived here 26 years
Mr PARMAR of bestone Shop Number 1
NINE ROAD RG45LT

Known Mr PARMAR Since 2017 APRIL, NEVER
has or Seen anything illegal. He is a very
polite + Respected man on IAN MIKARDOW WAY Shops

S.R. 16/05/2019

(2)

HEENA HARGREAVES
AMERSHAM RD

I HAVE LIVED IN THIS AREA FOR 45 YEARS
AND HAVE USED THIS SHOP SINCE IT OPEN
AND THE STAFF ALWAYS ASK PEOPLE FOR
ID I KNOW PEOPLE WHO NEED THIS SHOP
AS THEY CAN'T GET ABOUT AND THEY WOULD
BE LOST WITHOUT IT THE STAFF ARE
ALL VERY NICE AND IT LIKE WE ARE ALL
ONE TEAM WE NEED THIS SHOP

SHARON HARGREAVES

P. Bragg [redacted] Nine RD RG4 5LU

None the Shop owner for two years
And I have never ~~not~~ witnessed Mr parmer
or best one 1A Nine RD Caversham
RG4 5ET He is a lovely man
and I have always seen him asking
for I.D. if there is any question
about Age and could never see
it happening on his watch he
is a very respectful man

P. Bragg 15/5/19
[redacted]

(31)

Velly Lee



11 mile Road

Caradmon

Roadway

Rt 45 DA

The Corner Shop, On 11 mile Road, Caradmon,

This Shop, is a great Community, and wonderful people
willing to help and please you. Great man & wife that
run the shop.

15.5.2019.

Velly Lee

(38)

L. Genis

[REDACTED]

Rhino close RG4SLR

The Restone shop in Nine Rd is very important to the area, as it is the only one in the area. everything in the shop is clearly legal and the service is very respectfull.

h h 20/5/19

~~20~~

S. TAYLOR-HEWITT


RHINE CLOSE RG4 SLR

I have live down Amersham rd for over
20 years and have never had a problem with
Mr Parmar Besone the Shop is a life saver
for the community and Parmar is a upstanding man
and I have never seen him doing illegal activity.

~~CONFIDENTIAL~~ *Law*
2015/119

2015/19

60

 Ian Mikarcloway
Caversham
Reading.
BERKIS.

I been coming to this Shop
4 year this man is a good Man
He do not do wrong by 'any thing'.
what he gang through is not far
on him we all need this Shop
to stay open.

Thanks
T. Tompkins
15/05/19

Q

~~Managua~~ Managua close
Caversham Reading

I have Lived Round here for a long time
and Sunny is one of the best Shop keepers that's
been there! I have never Seen him Sell anything
to under 18s. He always ask for Id when I've
been in there. Hes a Really Nice man.

Thank you
Jack Whiteway

15/05/19

(2)

on mickado way
caversham

Emma hogan + lee cummins

I have been using best one for
around 5/6 years now. The staff
are always polite & welcoming
and are a great help to the
community. great variety in the
shop with new products always
available.

Mr known sunni for around 2 years
Mr panmar is a lovely guy
and has always been great with
me & my children. always has a
smile and a hello for everyone!
I have never witnessed him sell/condone
sale of tobacco/alcohol to anyone
without id... and he in my opinion
wouldn't dream of it!

~~Signature~~

19/5/19

~~Signature~~

19/5/19

(16)

Jamel Small

[REDACTED] IAN Mikerob way

24 years

I have been using this shop for over
16 years now

I have known Mr parmer of best one shop
1A nine road RG4 5LT for 2 years Mr
parmer is a very nice and committed shop owner
and a very kind hearted person can never have
a bad word to say about him or his services in
best one shop and in all the time i have known
Mr parmer and coming to his shop i have never
seen any sale of alcohol to young youths

J. Small

16th 05 2019
[REDACTED]

244

I Feel this is ridiculous. Do not penalise
law abiding respectful people for the wrong
doing of others. in respect of Rest one
1A Nire Road.

Nyree Bringer

~~RB~~



NIRE RD

RG4 5LH

14.05.19

(15)

MY NAME IS MARTIN CAMPBELL AND IF
WE WERE TO LOSE OUR LOCAL SHOP ON
A ESTATE LIKE THIS AND WONDERFUL STAFF
WHO ALWAYS LOOK AFTER YOU WOULD BE
A LIBERTY AND A GREAT LOSS FOR THE
COMMUNITY.

MR. M. CAMPBELL



AMERSHAM RD, CAVERSHAM

READING

RG4 5BQ

14.05.19

46

O'neal Joseph
Honey Meadow Close
RG4 5LS

16.05.19

Whenever I come in here, I'm always asked for my ID even though I'm nearly 27 now!
It's just ridiculous to hear that Sony's license is being threatened to be taken away. He's
always been conducting himself in a professional manner and doing everything by the
book.

~~ZZZ~~

(47)


Best one,

Local Store, very helpful and honest staff.

Very Polite.

I have seen them refuse to sell cigarettes and alcohol to anyone who does not have ID even if they are old enough.

It would be an absolute disgrace for our local store to close for everyone on the estate it is so handy.

 nure Rd

Donna Hsley-Towse.

400
To whom it may concern,

Best at one is a loyal local shop that provides excellent customer service and it's always a pleasure to visit. All staff are friendly and welcoming and provide a puller to the community. Always professional and standards are always kept to the highest standards. I am over 25 and they have always! always asked for proof of ID! As much as I might have seen this as an annoyance at first, I understand the importance to the young community!

Tyler Hardy
Hardy

[redacted] pondragon court
flat [redacted]
Southcote lane
Reading
RG30 3ABW.

[redacted]

49

My Name is Zoe, I live at [REDACTED]
Managua close, the Staff in this Shop
is amazing, they always ID me
even though I am well known. Every
time people buy Alcohd + fags
I have seen my self that that Staff
ALWAYS ID. The Staff are Friendly
they follow the rules of everything

WE DO NOT WANT TO LOOSE
THESE GUYS

ZOE 

13.05.19.

50

My Name is Harry, & I live also at
Mangrove close. This shop means a lot
to this community & I can guarantee everyone
does get ID. Staff always serve with
a smile & everyone's polite. The rules of
the law are always respected & obliged
by staff & us the community know this

We Can't Lose these Subs

Harry

~~14.50~~


13.05.19

51✓

My name is Maria Hurst, I live in HoneyMeadow close, my local shop is friendly, helpful (only moved here Feb 2019) and all staff seem very up and together, I've not seen or heard any bad reports whatsoever, and this is the only shop in a massive community, their licence is paramount to honest regular customers (who don't drive). M. A. Hurst.
Best One.

1 A Nire Road.

caversham RG4 5LT

my address.  HoneyMeadow close

caversham

RG4 5LS

14.05.19.

(52)

I HAVE KNOWN MR PARUAR FOR TWO YEARS OR MORE AND HAVE ALWAYS KNOWN HIM TO BE A VERY HONEST AND RESPECTFUL GENTLEMAN WHO WOULD NOT KNOWINGLY BREAK ANY REGULATIONS.

MR. J. BURTON

IAN MIKARDO WAY

RG 4 5 BZ.

TEL NO. [REDACTED]

(3)

I've been living in Managua Close
for 20 years & have had use
of this shop for 18 yrs. I don't drive
& if this (my) shop ends selling
anything it will affect my days &
my lifestyle - I can't carry all the
goods that I buy from town. I personally
request that this hub for our community
continues as it is.

Jim Richardson

Managua Close

Caversham

RG4 5LY

[REDACTED]

54

Karen [redacted] Managua close.

This shop is needed by everyone in the community.
The staff is friendly & polite. I am sure they would
never break the law intentionally. People depend on
this shop & are grateful for the service they receive.

15/5/19

5

Best one, nice road

Mr. Parmer,

Local Shop, Very polite Nice Guy

Happy Customers, would be very Sad to See

Close, Very Convenient For Local Area

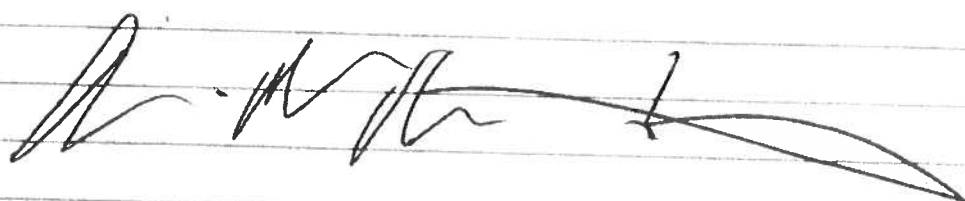
Christopher Kirby

Manager, Close
Caversham

R94 SLX

56

I'm Antony I've lived on this estate since 1993 this shop is the heart of the community everyone who works here is lovely and very helpful this SHOP can not shut doing this would jeopardise what this community has built up.




RHINE CLOSE

14.05.19

61

Kieren Tadudeen Bacon (21)

 Managua close, RG4, 5LX

I have been using Best One Shop for 17 years, I have known Mr. Parmar for 2 years and he has ~~to~~ always shown me and fellow shop users respect and is always asking how my day is. He always insures that when I buy Rizzla He is asking for my I.D. not any more as I am over 18 and a regular customer + they have already seen my identity many of times. I hope that everything goes in favour of Mr. Parmar and I'm sure the whole community can agree with me in saving Best One Shop.

A Nice Reel, Cavesham RG4 5LT

Yours

Kieren Bacon



15.05.18

53

CYNTHIA M. IVOR [REDACTED] IAN MIKARDO WAY 18-5-2019

MR. PALMER.

I HAVE BEEN A CUSTOMER IN MR. PALMER SHOP,
SINCE HE HAS BEEN OWNER & HAS BEEN A VERY
PLEASANT & HELPFUL TO ME REGARDING A LEGAL
ACTION AGAINST AND FOR THIS SALE OF ALCOHOL.
MUST HAVE BEEN A HIS FORTUNE,

C. M. [REDACTED]

59


Warren Allaway

Nire Rd

Caversham

I am writing my Recommendation for a 2nd chance for Mr Parmar as he is not a bad person or somebody that is at all dishonest he is a shining beacon in our community and the way he composes himself under increasing stress from personal assaults, shoplifters and other forms of abuse is to be admired.

I honestly believe any fault regarding the mis sale of alcohol to minors is genuine mistake of age



W. ALLAWAY

16.05.19.

From: David [mailto:davidthomas@reading.gov.uk]

Sent: 22 May 2019 12:01

To: Licensing

Subject: BESTONE ONE 1A NIRE ROAD CAVERSHAM RG45LT

Amersham Road

This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

David Thomas

Sent from Mail for Windows 10

HAVE BEEN LIVING IN CAVERSHAM FOR OVER 20 YEARS BEFORE NIRE ROAD SHOP . I HAVE SEEN LOTS OF CUMINGS AND GOINGS OF PEOPLE EG CHANGING HANDS OF SHOP . BUT OVERALL MR PARMER HAS BEEN THE BEST ONE NO PUN

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64

> -----Original Message-----

> From: Beverley Brookes [mailto:

> Sent: 23 May 2019 16:11

> To: Licensing

> Subject: Best One RG4 5LT

Managua Close

> This is an EXTERNAL EMAIL. STOP. THINK before you CLICK links or OPEN attachments.

> To whoever it may concern.

> Having recently read the notice displayed at the above mentioned shop, I felt compelled to email you with my opinion of the shopkeeper, Mr Parmar.

> I have been living nearby in Managua Close since 2007 and have seen the shop change hands many times.

> Of all the people that have run the store, I have to say that Mr Parmar is undoubtedly the most respectful, helpful and kind person that I have come across.

> He has a strong sense of community spirit and I feel I'm speaking on behalf of the neighbourhood when I say how much he is 'loved' and appreciated.

> He remains calm and patient with a variety of different clientele and always has the time to advise/assist when required.

> I was very sad to read that the shop had failed the alcohol test on two separate occasions.

> Clearly this cannot be disregarded.

> I can tell you that both my 18 year old son and my 20 year old daughter have both been challenged on separate occasions by both Mr Parmar and another gentleman who frequently works there.

> I truly don't know if my words and thoughts will make any difference to the situation but I would be most grateful if you could at least please consider the points I've raised at the time of the review of his license.

> Please feel free to contact me by return of email, or by telephone on 

> Thank you for your time.

> Regards,

> Beverley Brookes

(66)

Mr SAM CAMPBELL
[REDACTED] MERSHAM ROAD
CAVERSHAM READING
BERKS RG45 6BX

24th May 2019

READING BOROUGH
COUNCIL
30 MAY 2019

LICENSING SECTION

(1)

To: Licencing@reading.gov.uk
Subject: Bestore. 1 NIRE ROAD CAVERSHAM
RG45LT.

Dear Sir/Madam,

I am writing regarding the current situation with the shop Bestore. Nire Road Caversham, I understand that there was a situation where somebody under the legal age was served with Alcohol/Tobacco which seems totally out of character with the Staff of the Shop; I think it could have been a genuine mistake or maybe even that the member of staff that made the sale could have felt a little intimidated, I have lived across the road from the shop for almost 19 years and have known Mr Parmar for the past 2 years and have always found him and his staff to be friendly, polite and helpful at all times.

(2)

I think it would be a real shame if this matter concluded with the loss of their licence as they provide an essential and good service for the local residents and visitors. I believe this is not only my opinion but the opinion of many more.

Yours Sincerely S Caelli.

67
MR S TAYLOR
RAINE CROFT
REDDING

I HAVE BEEN LIVING AT RAINE CROFT FOR
14 YEARS.

I HAVE BEEN USING THIS SHOP FOR 2 YEARS
AND HAVE ALWAYS FOUND THE SHOP AND
STAFF VERY HELPFUL AND ICING.

PLEASE KEEP MR PARMAR IN CHARGE OF
THIS SHOP AS HE IS AN EXCELLENT SHOP ICING.

WE NEED THIS SHOP IN THIS AREA.

I SUPPORT MR PARMAR, BESTONE,

1 HIRE ROAD

CROPSHAM READING BOROUGH
RG4 5LT COUNCIL

30 MAY 2019

KEEP THIS SHOP OPEN

LICENSING SECTION

STEVE TAYLOR

20.5.2019

(77)

Cherelle Edwards 10 years

Nine Road. RG4 5LT

I've lived here for 10 years, and known ~~Mr~~ Mr Parmar for the last 2 years. He is a well known person to our community and Respected by adults and Children due to his politeness. I occasionally have Regular contact with Mr Parmar to encourage him to stay around. Even though times its been hard for him, the robbery / stabbing I feel as a man who not been taken away by whats happened tells us hes thriving and committed to his Job and Role. I know Recently he gave a local person a Role but unsuccessfully this didnt go down well but you need to praise him for giving us community a chance to have an experience in a job Role. I hope you understand where Im coming from and will back Mr Parmar if need be. I could go on but if need any more information Im willing for you to contact me. Ive helped Run the local Caversham Childrens Fund charity, helped numerous voluntary work and feel you should Reconsider your actions against Mr Parmar as you will not find anyone like him that interacts and socialises with us locals.



Cherelle. Edwards



LICENSING ACT 2003 PREMISES LICENCE - PART A

Reading Borough Council being the Licensing Authority under the above Act,
HEREBY GRANT a **PREMISES LICENCE** as detailed in this licence.

Premises Licence Number	LP2002114
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Premises Details

Trading name of Premises and Address	
Best One 1a Nire Road Caversham Reading RG1 5LT	
Telephone Number	0118 947 3515

Where the Licence is time limited the dates the Licence is valid
N/A

Licensable Activities

Licensable Activities authorised by the Licence
Sale of Alcohol by Retail - Off the Premises

Authorised Hours for Licensable Activities

The times the licence authorises the carrying out of licensable activities	
Hours for the Sale by Retail of Alcohol	
Monday	from 0800hrs until 2300hrs
Tuesday	from 0800hrs until 2300hrs
Wednesday	from 0800hrs until 2300hrs
Thursday	from 0800hrs until 2300hrs
Friday	from 0800hrs until 2300hrs
Saturday	from 0800hrs until 2300hrs
Sunday	from 1000hrs until 2230hrs
Good Friday from 0800hrs until 2230hrs Christmas Day from 1200hrs until 1500hrs and 1900hrs until 2230hrs	

Opening Hours

N/A

Alcohol

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

Sale of Alcohol by Retail - Off the Premises

Premises Licence Holder

Name, (registered) address of holder of premises licence

Name: Mr Tajender Singh Parmar

Address: 106 Springwell Road, Hounslow, TW5 9BP

Additional Details

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Name: Mr Tajender Singh Parmar

Address: 106 Springwell Road, Hounslow, TW5 9BP

Designated Premises Supervisor

Personal Licence number and issuing authority of personal licence held by the designated premises supervisor where the premises licence authorises the supply of alcohol

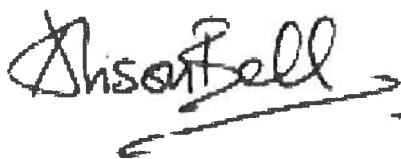
Personal Licence Number: H04911

Issuing Authority: London Borough of Hounslow

This Licence shall continue in force from **01/08/2017** unless previously suspended or revoked.

Dated: 1 September 2017

Head of Environment & Neighbourhood Services



Annex 1

Mandatory Conditions

Supply of Alcohol

To be applied where a premises licence authorises the supply of alcohol	
1	No supply of alcohol may be made under the premises licence:- <ol style="list-style-type: none">at a time when there is no designated premises supervisor in respect of the premises licence, orat a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended
2	Every supply of alcohol made under the premises licence must be made or authorised by a person who holds a personal licence.

Film Exhibitions

To be applied only where a premises licence or club premises certificate authorises the exhibitions of films	
1	The admission of children to any exhibition of any film must be restricted in accordance with section 20 of Part 3 of the Licensing Act 2003.
2	In the case of films which have been classified by the British Board of Film Classification admission of children to films must be restricted in accordance with that classification.
3	In the case of films which have not been classified by the British Board of Film Classification, admission of children must be restricted in accordance with any recommendation made by the Licensing Authority.

Door Supervisors

To be applied where a premises licence or club premises certificate includes a condition that any person must be at the premises to carry out a security activity. [Except premises with a premises licence authorising only plays or films or premises used exclusively by a club].	
1	Each individual present at the licensed premises to carry out a security activity must be licensed by the Security Industry Authority.

Responsible Drink Promotions (commencement date 01/10/2014)

1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

Supply of Tap Water (commencement date 01/10/2014)

1. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

Age Verification Policy (commencement 01/10/2014)

1. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
2. The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
3. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
 - (a) a holographic mark, or
 - (b) an ultraviolet feature.

Drink Measurements (commencement date 01/10/2014)

1. The responsible person must ensure that—
 - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.”

Minimum Permitted Pricing (commencement 28th May 2014)

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) “permitted price” is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i) P is the permitted price,

(ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from the paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.

4. (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2

Conditions Consistent with the Operating Schedule

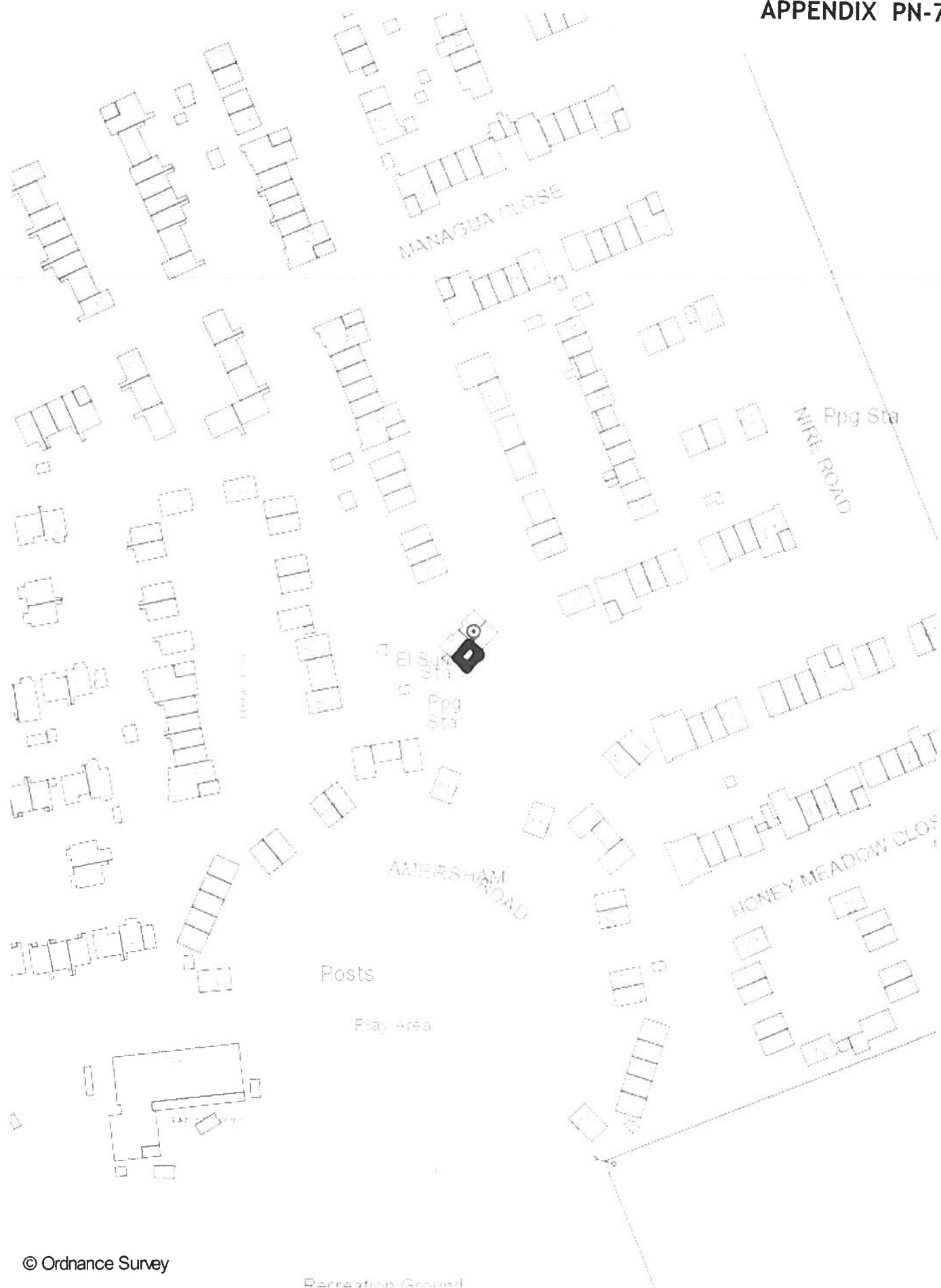
Annex 3

Conditions attached after a hearing by the Licensing Authority

Annex 4

Plans

As attached plan dated June 2011



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