

**REPORT BY THE CLERK TO THE  
LICENSING BOARD OF 21<sup>ST</sup> AUGUST 2024**

<b>SUBJECT: APPLICATION FOR PROVISIONAL PREMISES LICENCE</b>	<b>Ayr (Castlehill Road) Service Station Castlehill Road Ayr</b>
<b>APPLICANT</b>	<b>Motor Fuel Limited Gladstone Place, 10 Bricket Road, St Albans, AL1 3JX</b>

**APPLICATION REPORT**

**1. Background:**

An application for a provisional premises licence for a petrol station with additional retail (groceries/derv and petrol/diesel).

The core hours for off-sales are sought as follows:

Monday	10:00 – 20:00
Tuesday	10:00 – 20:00
Wednesday	10:00 – 20:00
Thursday	10:00 – 20:00
Friday	10:00 – 21:00
Saturday	10:00 – 18:00
Sunday	10:00 – 17:00

The applicant advises that they may operate outwith alcohol licensing up to 24 hour basis.

The applicant advises that background music may be played at all times that the premises are open.

The applicant states on the operating plan that the premises comprise of general convenience store with off sale facility adjacent to petrol/derv filling station forecourt. The premises offer takeaway "food on the go". Customers may order groceries, food and drinks, including alcoholic drinks for home delivery from the premises.

The applicant is seeking an alcohol display area of 9.51 m2.

**2 Reports**

There have been no objections or representations.

Section 50 Certificate from Planning has been lodged along with the application.

The applicant has provided a disabled access and facilities statement -Appendix 1.

The applicant has provided a statement regarding the licensing objectives – Appendix 2

The applicant has provided a Market Research report to satisfy the requirements of section 123 of the Licensing (Scotland) Act 2005 – Appendix 3

### 3. Board Options

The Board should establish what it considers to be locality. Generally, in this area the Board has considered a radius of 500 metres. The premises in that area are:

<b>Address</b>	<b>Capacity</b>
Drinks Cellar 17-19 Burns Statue Square Ayr	Off Sale – 22.6m2
Morrisons Cattle Market Castlehill Road Ayr	Off Sale - 215.42m2
Mota's Indian Restaurant 54 Alloway Street Ayr	On Sale – 60 persons
Ayrshire & Galloway Hotel 1 Killoch Place Ayr	On Sale – 225 persons
Budds Bar 6-7 Union Arcade Burns Statue Square Ayr	On and Off Sale – 60 persons
Crumbs and Cocktails 58 Kyle Street Ayr	On and Off Sales – 128 persons
Tempura 13 Beresford Terrace Ayr	On and Off Sales – 55 persons
Hotel Kylestrome Bar and Grill 11 Miller Road Ayr	On and Off Sales – 201 persons
LA Bowl 17 Miller Road Ayr	On Sale – 300 persons
Retro Bar 17 Miller Road Ayr	On Sale – 250 persons
Market Inn 2 Castlehill Road Ayr	On and Off Sale – 160 persons
Matha Dickies 20 Smith Street Ayr	On and Off Sale – 60 persons
Mr Basrai's World Buffet And Bar 5 Beresford Terrace Ayr	On Sale – 222 persons
The Drunken Coo Steakhouse22 Beresford Terrace Ayr	On and Off Sale – 130 persons
Drouthy Neebors 56 Smith Street Ayr	On and Off Sale – 84 persons
Rabbies Bar 23 Burns Statue Square Ayr	On and Off Sale – 270 persons
Smiths 13 Dalblair Road Ayr	On and Off Sale – 300 persons

The Ghillie Dhu 11 Burns Statue Square Ayr	On and Off Sales – 100 persons
The Growler 2 Beresford Terrace Ayr	On and Off Sale – 100 persons
Twa Dugs 4 Killoch Place Ayr	On and Off Sales – 100 persons
Tudor Restaurant 8 Beresford Terrace Ayr	On Sale – 90 persons
Vitos 25 Burns Statue Square Ayr	On and Off Sale – 100 persons
Wishing Well 55 Alloway Street Ayr	On Sale – 30 persons

The Board must, in considering and determining the application consider whether any of the grounds for refusal applies and-

- (A) if none of them applies, the Board must grant the application, or  
 (B) if any of them applies, the Board must refuse the application.

The grounds for refusal are—

- (a) **that the subject premises are excluded premises. Excluded premises are defined as premises used as a garage or which form part of premises which are so used. Premises are used as a garage if they are used for one or more of the following-**  
 (b) **the sale by retail of petrol or derv**  
 (c) **the sale of motor vehicles, or**  
 (d) **the maintenance of motor vehicles**

**However, premises used for the sale by retail of petrol or derv, or which form part of premises so used, are not excluded premises if persons resident in the locality in which the premises are situated are, or are likely to become, reliant to a significant extent on the premises as the principal source of –**

- (i) petrol or derv, or**  
**(ii) groceries (where the premises are, or are to be, used also for the sale by retail of groceries).**

(C) that the application must be refused under section 25(2), 64(2) or 65(3),

(D) that the Licensing Board considers that the granting of the application would be inconsistent with one or more of the licensing objectives,

(E) that, having regard to—

(i) the nature of the activities proposed to be carried on in the subject premises,

(ii) the location, character and condition of the premises, and

(iii) the persons likely to frequent the premises,

the Board considers that the premises are unsuitable for use for the sale of alcohol,

(e) that, having regard to the number and capacity of—

(i) licensed premises, or

(ii) licensed premises of the same or similar description as the subject premises, in the locality in which the subject premises are situated, the Board considers that, if the application were to be granted, there would, as a result, be overprovision of licensed premises, or licensed premises of that description, in the locality.

**Person to Contact:**

Laura McChristie  
 Depute Clerk  
 County Buildings  
 Wellington Square, Ayr  
 Telephone (01292) 617475  
 13<sup>th</sup> August 2024

## DISABLED ACCESS AND FACILITIES STATEMENT

*Licensing (Scotland) Act 2005, section 20(2)(b)(iia)* **Question 1**

### **Disabled access and facilities**

- |      |  |     |
|------|--|-----|
| 1(a) | Is there disabled access to the premises   | YES |
| 1(b) | Do you have facilities for those with a disability   | YES |
| 1(c) | Do you have any other provisions available to aid the use of the premises by disabled people | YES |

*\*Delete as appropriate*

If you have answered Yes to any of the questions above please complete, as appropriate, the following sections.

### **Question 2**

#### **Disabled access to, from and within the premises**

Please provide clear and detailed description of how accessible the premises are for disabled people. e.g. ramps, accessible floors, signage.

The customer areas of the premises are located on a single level. The premises have level entry / exit.

Emergency exit points are suitable from use by disabled persons

### **Question 3**

#### **Facilities available**

Please describe in detail the facilities provided for disabled people. e.g. disabled toilets, lifts, accessible tables.

The premises have a customer toilet with disabled access facilities

Grocery items are displayed at different heights. Where a product is outwith the reach of a disabled customer, shop floor staff are available to provide assistance.

### **Question 4**

#### **Other provisions**

Please provide details of any other provisions made to aid the use of the premises by disabled people. e.g. assistance dogs welcome, large print menus.

Assistance dogs are welcome on the premises to assist their owners

Disabled Customer parking is available.

## **LICENSING OBJECTIVES – MOTOR FUEL LIMITED**

### **Section A - Prevention of Crime and Disorder**

1. A digital CCTV system will be installed, or the existing system maintained, such system to be fit for the purpose. [and to be to the reasonable satisfaction of the police as may be required].
2. The CCTV system shall be capable of producing immediate copies on site. Copies of recordings will either be recorded digitally on to CD/DVD or other equivalent medium. [Images shall be provided to the police or to an authorised officer of the licensing board within 24 hours of request as may be required]
3. Any recording will be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection on request as may be required.
4. The precise positions of the camera may be agreed, subject to compliance with Data Protection legislation, with the police from time to time as may be required.
5. The system will display, on any recording, the correct time and date of the recording.
6. The CCTV system will be maintained and fully operational throughout the hours that the premises are open for any licensed activity.
7. All staff undergo a strict training regime on age related sales restrictions, prior to commencement of employment at the point of sales. This training is refreshed periodically to ensure staff are up to date with any developments in the law. The training covers the issue of age related sales – alcohol, tobacco, fuel, solvents etc.
8. Staff training will include discussion of crime prevention and awareness, and shall consider situations of conflict management. This will include refusal of service to persons who appear drunk or under the influence of drugs.

### **Section B - Securing Public Safety**

1. We will at all times maintain adequate levels of staff. Such staff levels will be disclosed, on request, to the licensing board, licensing standards officers and/or the police.
2. Public safety is integral to the way that we maintain our premises and is regularly reviewed through our health & safety policies. This policy is fully briefed and trained to all management and staff and we will continue to brief our staff to the standards required by the relevant legislation, and follow the advice of our professional advisors.
3. All exit doors are easily operable and comply with all necessary Fire regulations.
4. A first aid kit will be maintained on the premises and an accident book retained for recording of any incidents.

### **Section C - Preventing Public Nuisance**

Adequate waste receptacles for use by customers shall be provided in and immediately outside the premises. Waste from the premises is collected by a private contractor.

### **Section D - Protecting and Improving Public Health**

1. Our staff are trained to refuse any person the sale of alcohol who is or appears to be drunk or under the influence of drugs.
2. The premises will not operate any irresponsible drinks promotions which encourage excessive consumption of alcohol and affect public health
3. In addition, our alcohol sales price point will be higher than the minimum price required by applying the minimum price per unit for alcohol in Scotland, effective from 1 May 2018

### **Section E - Protecting Children from Harm**

- 1 The premises licence holder will ensure that an age verification policy will apply to the premises whereby all cashiers will be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 years (or older if the licence holder so elects) to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form or method of identification that complies with any mandatory condition that may apply to this licence.
- 2 The premises display signage at relevant focal points within the store to emphasis the proof of age policy (Challenge 25).
- 3 Staff have the aid of a “till prompt” system that requires them to confirm age verification procedure has been undertaken before sale proceeds when alcohol product is scanned. This serves as a further safeguard and reminder.

**DISABLED ACCESS AND FACILITIES STATEMENT**

The premises are constructed on a single level and have level entry allowing for access by all customers. The premises have a disabled access WC. The service counters have lowered access to assist persons who may be using a wheelchair. Sight assistance dogs are welcome on the premises. In the forecourt, the customers who may have difficulty in fuelling their own cars can use the service call button to alert staff to their arrival. This allows staff to assist them with the provision of fuel to their car.



Ayr Filling Station  
Castlehill Road, Ayr, KA7 2HY  
Customer Profiling Research Report  
May 2024

Research & Reporting by





## Introduction

The following report outlines the findings from a customer research interviewing program carried out between Tuesday 16<sup>th</sup> April and Friday 3<sup>rd</sup> May at Ayr Filling Station, Castlehill Road, Ayr, KA7 2HY. The research explored the buying behaviours of persons' resident in the locality of the site. Customers were asked to provide information on; their place of residence in relation to the premises, their means of travel to the premises and their purchasing behaviour in relation to fuel and groceries.

## Key Research Objective

[Section 123(5) seeks to determine, as interpreted in the Opinion of the Inner House of the Court of Session in *BP Oil UK Limited v City of Glasgow Licensing Board and City of Edinburgh Licensing Board* (5<sup>th</sup> April 2011) whether a recognisable number of persons in the locality see and treat the said premises as the principal source from which they, in ordinary course, purchase groceries or fuel and who would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

### Materially Disadvantaged or Inconvenienced?

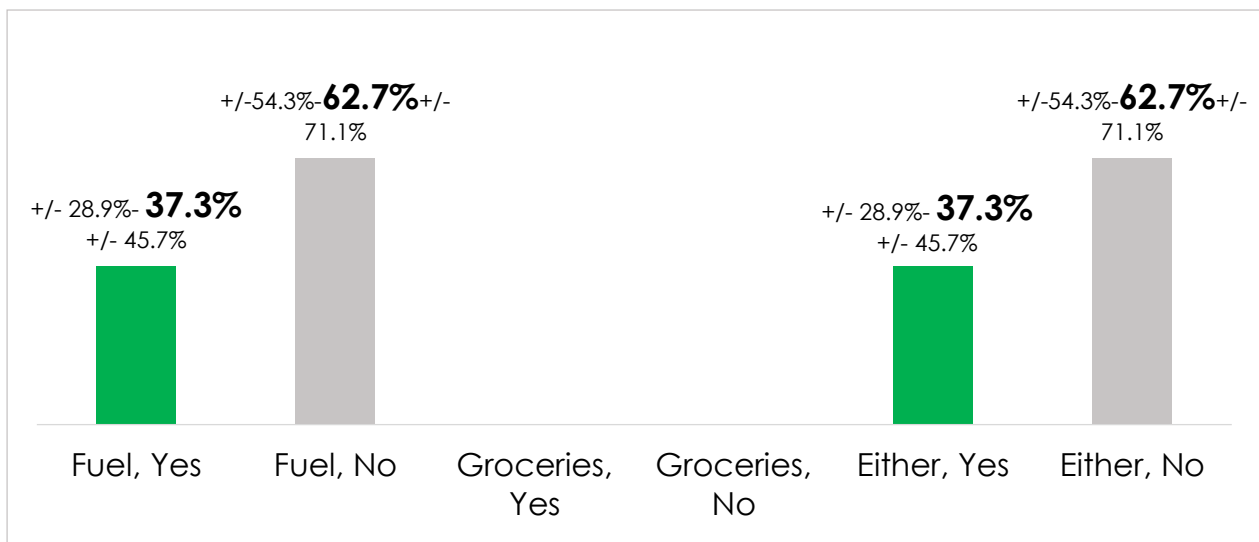


Figure 1: Fuel base = 126

Groceries base = 0

Either base = 126

## Conclusion

The results show that a statistically significant\* proportion of persons (37.3% (+/-8.44%) in the locality) see and treat this service station at Castlehill Road, Ayr, as the principal source from which they, in ordinary course, purchase groceries or fuel and would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

*\*Statistically significant - In statistics, a result is called **statistically significant** if it is unlikely to have occurred by chance. The likelihood that a result or relationship is caused by something other than mere random chance.*

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A quantitative research study was carried out from Tuesday 16<sup>th</sup> April and Friday 3<sup>rd</sup> May at Ayr Filling Station, Castlehill Road, Ayr, KA7 2HY with 816 customers (or 'participants'). All of whom were selected as they were exiting the store. Fieldwork was stratified to cover the core hours of off sale of alcohol on the premises 10am until 10pm.

The structured questionnaire (please see Appendix 2 for full questionnaire) was executed via Computer Assisted Personal Interviewing (CAPI) with the use of an iPad. The screen was shared with participants so that they could view all images and questions. All participants were asked to give their full postcode in order to help map travel time and distance to location.

## **Sample Size**

All intercepts (interviews) were conducted as participants were exiting via the main front entrance/exit; participants were selected at random to ensure sampling confidence. Upon completion of each survey, interviewers were under strict instruction to approach the second customer that passed them. By completing 816 interviews with current service station users, we can be sure that the data and attitudes collected will be statistically representative of the customer base. Importantly this large number of 'base' participants allowed for statistical comparison of sub-groups.

**An important sub-group within this research that will form the 'population of interest' are participants who live within the locality of the premises AND use the garage as their principal source for purchasing Fuel or Groceries [Base – 126]. This figure represents 15.4% of the entire customer population.**

## **Population of Interest**

This sub-group of 126 participants will be used to answer the key objective of the research. Whether a recognisable number of persons in the locality see and treat the said premises as the principal source from which they, in ordinary course, purchase groceries or fuel and who would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

# Defining the Population of Interest

Ayr Filling Station

## Q2 – How far from this Station do you live? (Map 1)

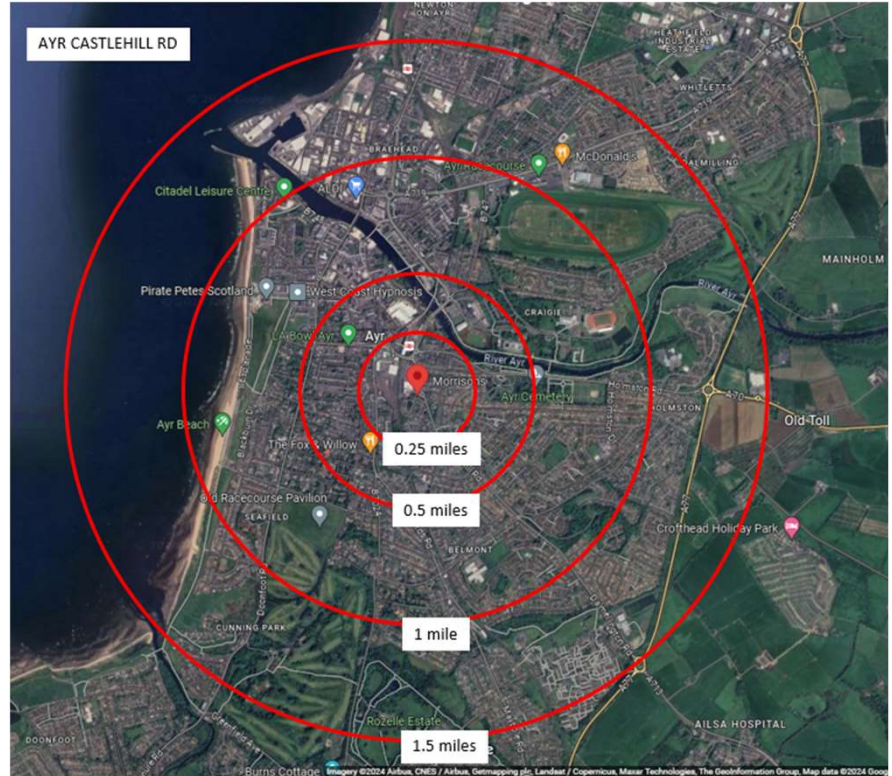
Within 1 mile = continue

1 mile + = record postal code & close

## Q7 – In the ordinary course of your purchasing habits, do you treat these premises as the principal source of: a) Petrol or DERV (Fuel)? b) Groceries?

Yes to a) or b) = Continue

No to a) and b) = Close



Map 1

# Research Findings – Locality

Ayr Filling Station

## Locality to Premises

### Q2 – How far away from this Service station do you live?

If codes 1-3 were selected (under 1 mile) then respondent was categorised as **living within the locality**.

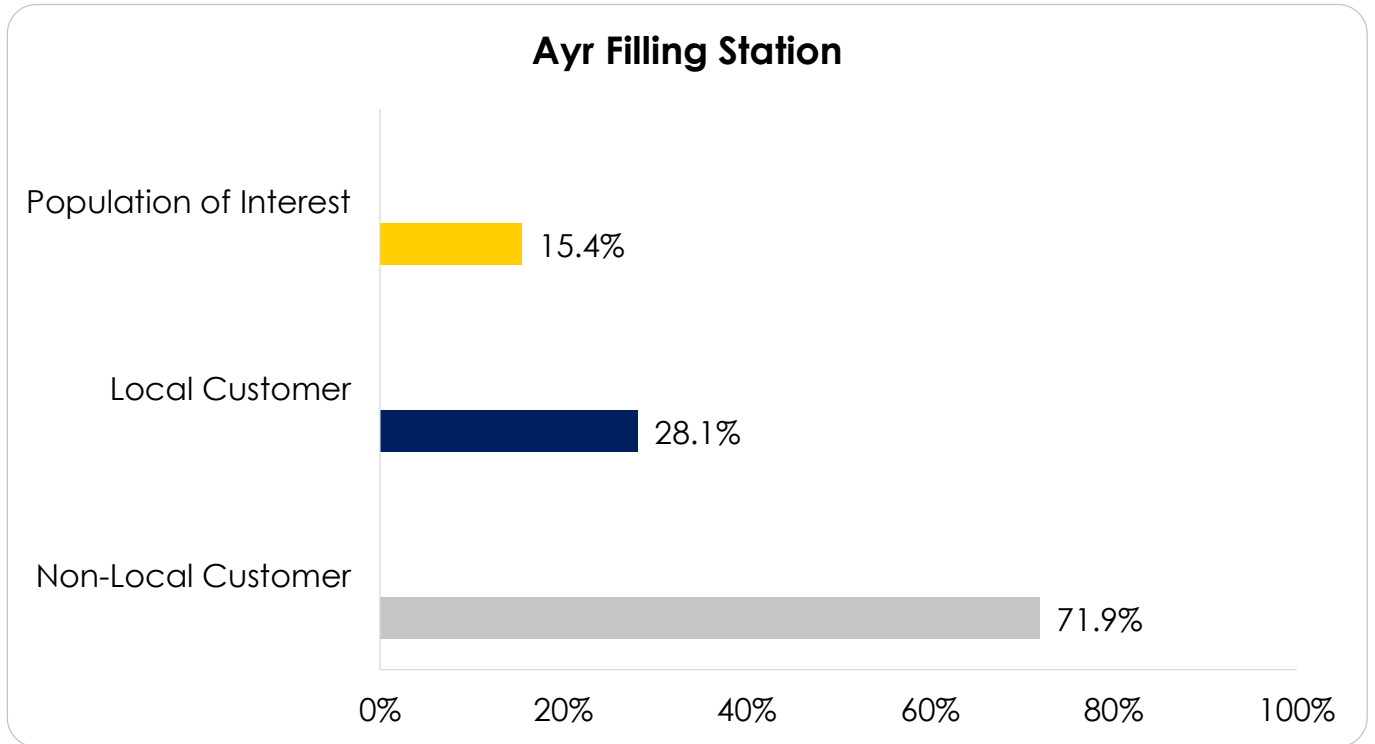


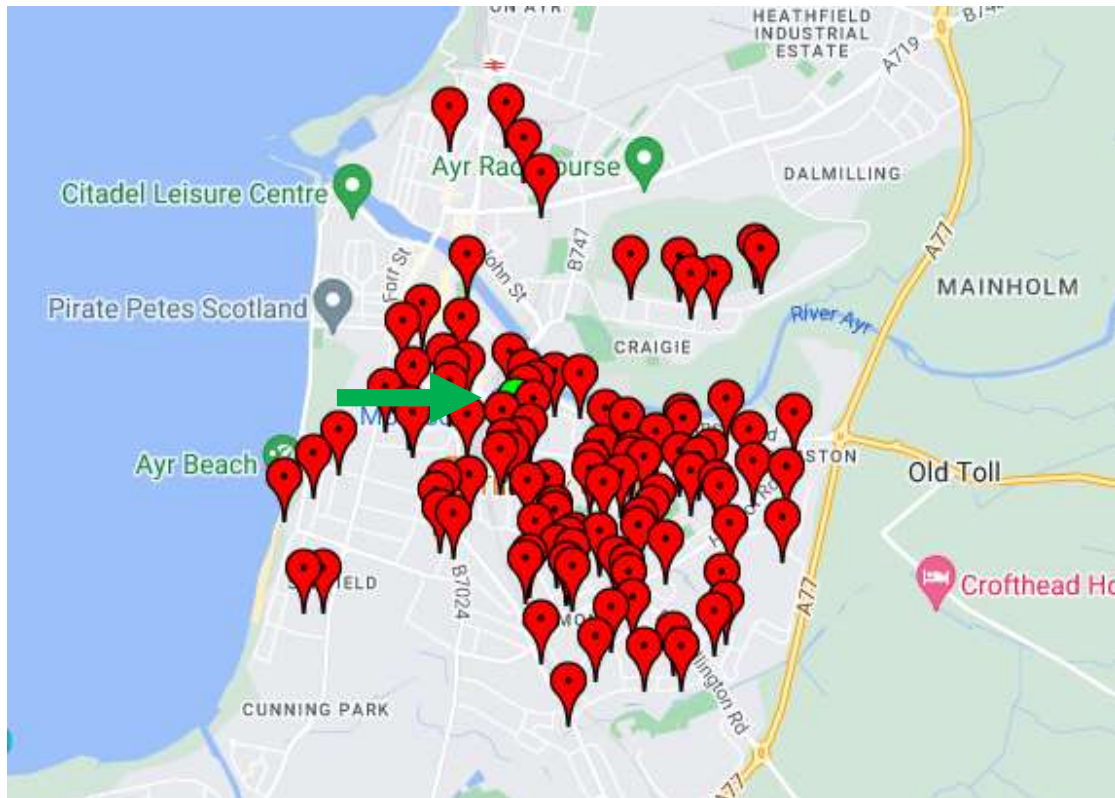
Figure 2: base = 816

# Research Findings—Geo-mapping

Ayr Filling Station

All participants were asked to provide their postcode in order to allow for them to be geo-tagged on a map. Out of the 126 participants who fell into **the population of interest**, 123 provided a full and complete postcode. They are represented below as red icons; in some cases, the same postcode has been given and will be represented by only 1 icon.

## Average distance from service station – 0.55 miles



Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.55 miles from the service station (green icon) on average.

# Research Findings – Demographics

Ayr Filling Station

## Local Respondent (Under 1 mile) Gender

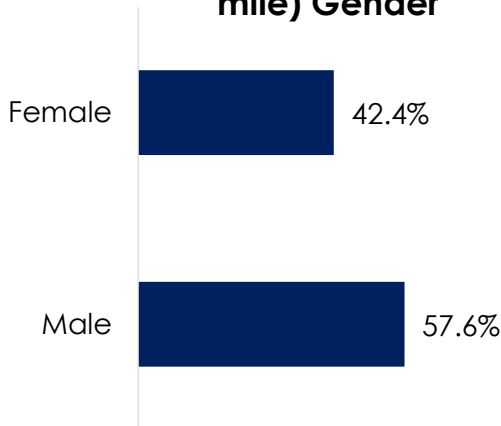


Figure 3: base = 229

## Average visits per week (local users)

<b>Grocery Shopping</b> Base - 118	1.01 visits per week
<b>Fuel Purchase</b> Base - 227	1.05 visits per week
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 210	2.00 visits per week

Table 1: Base Varied

## Local Respondent (under 1 miles) Age

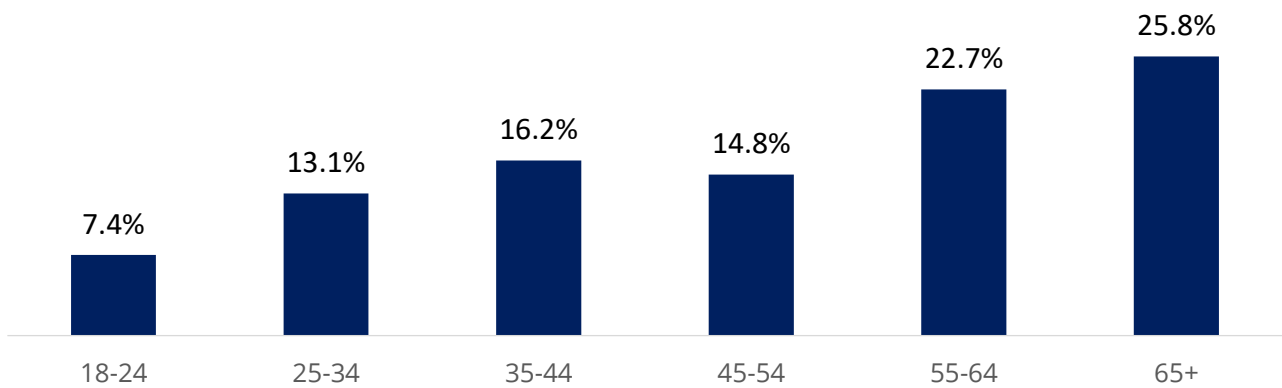


Figure 4: base = 229

## Local Respondent Travel Method to Filling Station

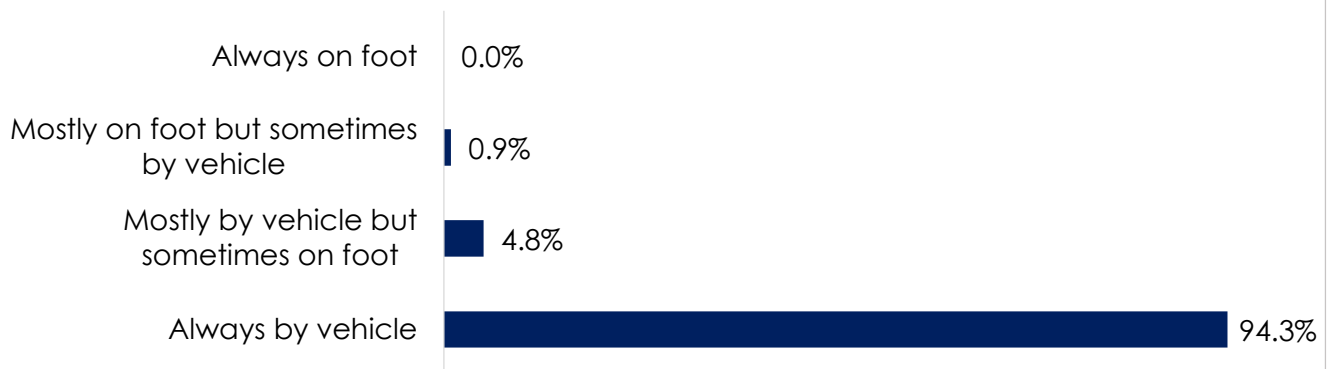


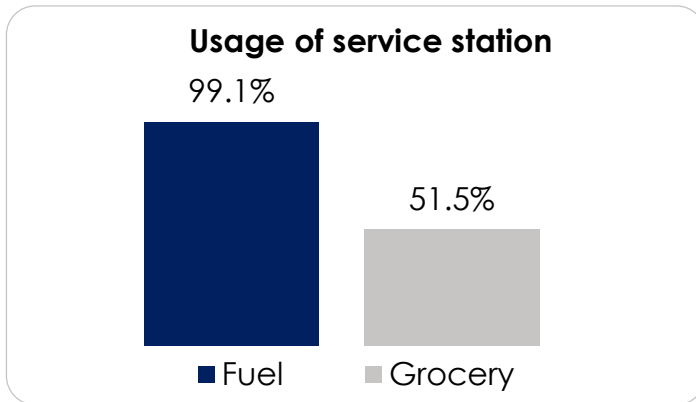
Figure 5: base = 229



# Research Findings – Premises Usage

Ayr Filling Station

## How Ayr Filling Station is being used



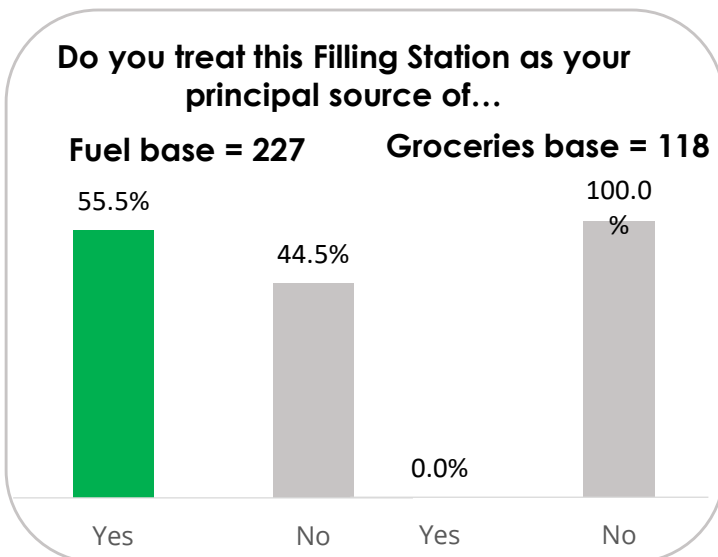
**118 participants (51.5%)**

Use service station as a source of **Groceries**

**227 participants (99.1%)**

Use service station as a source of **Petrol/DERV (Fuel)**

**Figure 6: base = 229**



Participants, who live within the locality (within 1 mile) of the service station [229], were asked how they currently use the Service Station – **Figure 6**.

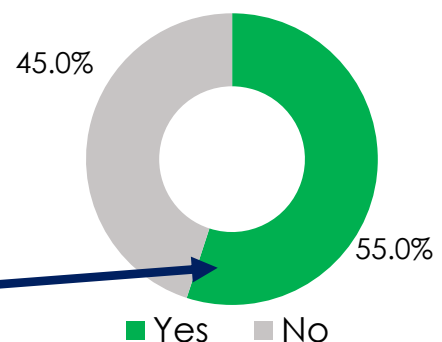
They were then asked if, in the ordinary course of their purchasing habits, they treated this Service Station as their principal source of Petrol/DERV or Groceries – **Figure 7**.

**Figure 7: Base Varied**

## Defining the population of interest

126(55.0%) local customers (participants) answered 'yes' to treating the service station as their principal source of either groceries or fuel. This forms the population of interest as outlined in the introduction – **Figure 8**.

**Do you treat this Filling Station as your principle source of either fuel or groceries?**



**Population of interest**  
**126 participants**

**Figure 8: base = 229**

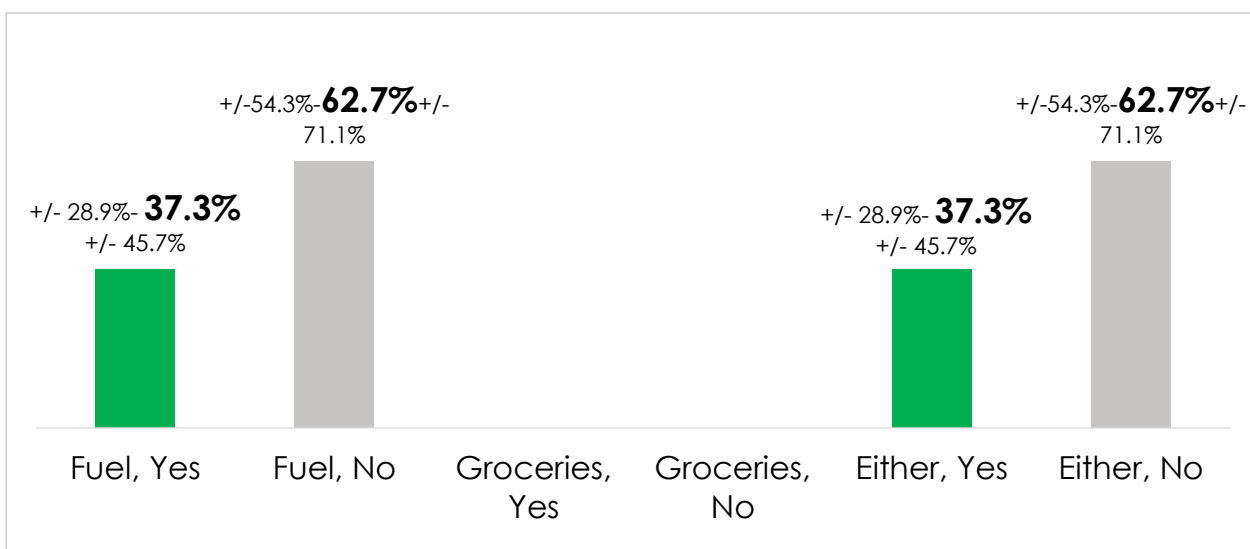
# Research Findings – Inconvenienced

Ayr Filling Station

Once the population of interest had been defined (Base 126), these participants were asked:

*Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?*

## Materially Disadvantaged or Inconvenienced?



**Figure 9: Fuel base = 126**

**Groceries base = 0**

**Either base = 126**

The results show that a statistically significant proportion of persons in the locality (37.3%) see and treat the premises as the principal source from which they, in ordinary course, purchase groceries or fuel and that they would properly consider themselves materially disadvantaged or inconvenienced were any of these retail facilities to no longer be provided from said premises.

### **Bases Explained**

**Fuel:** Overall, 126 participants from the locality stated that they used the station as their principal source of fuel, of these participants 37.3% (47) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

**Either:** The combined base and response for fuel and groceries.

# Research Findings – Inconvenienced

Ayr Filling Station

**FUEL:** In order to qualify the result all participants who coded yes to being materially disadvantaged if the service station could no longer provide fuel were asked **'Would you have an alternative fuel source you could use?' Base 47**

**Yes – 85.1% (40)**

**No – 14.9% (7)**

Those who answered 'Yes' to having an alternative fuel source – 85.1% (40) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 40**

**Yes – 90.0% (36)**

**No – 10.0% (4)**

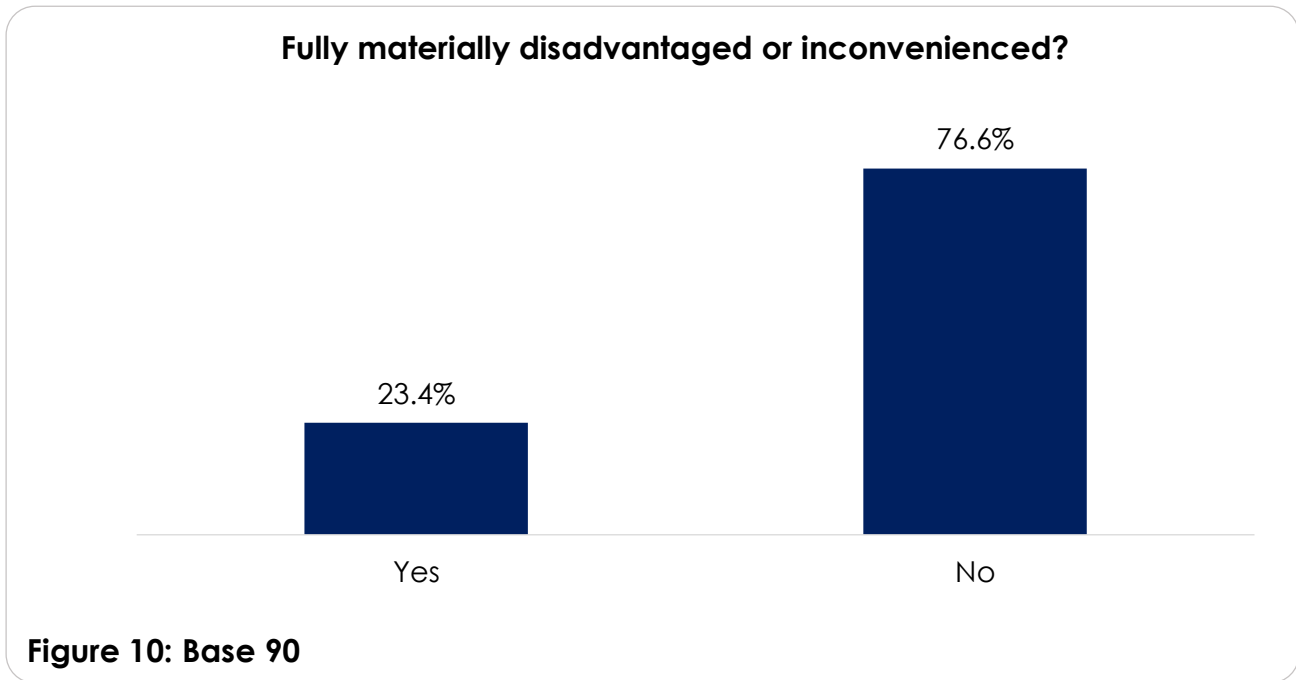
Results show that the alternative fuel sources available to 85.1% of participants would cause 10.0% of this group to be inconvenienced.

**23.4% (11) of those materially disadvantaged (base 47) confirmed this was still the case after considering alternatives.**

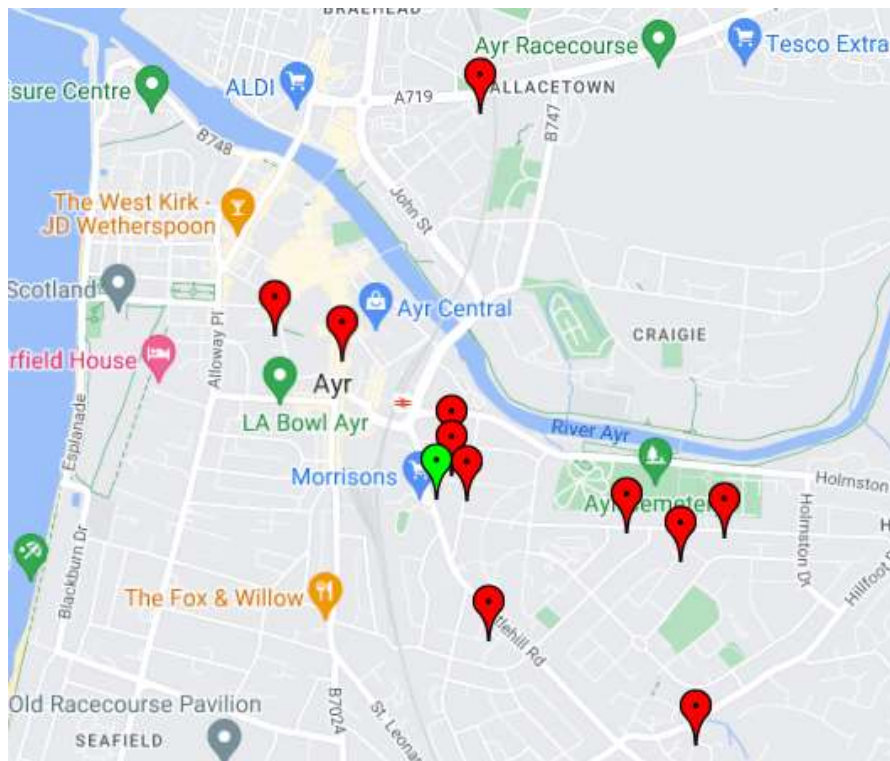
# Research Findings – Fully Inconvenienced

Ayr Filling Station

The graph below highlights participants who live locally and use the garage as their principal source of either fuel or groceries and who, after considering local alternatives, still feel they would be materially disadvantaged or inconvenienced if the premises could no longer provide them with either.



The geo-map below shows where all participants (11) who coded 'yes' live; on average 0.39 miles from the station, in some cases the same postcode has been given and will be represented by only 1 icon.



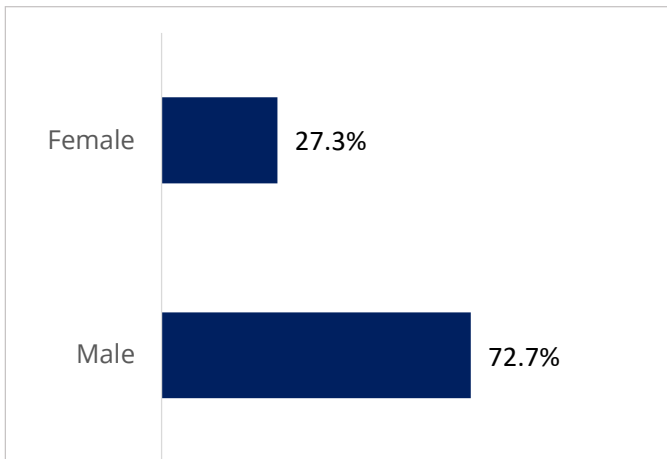
Map 3

# Research Findings – Fully Inconvenienced

Ayr Filling Station

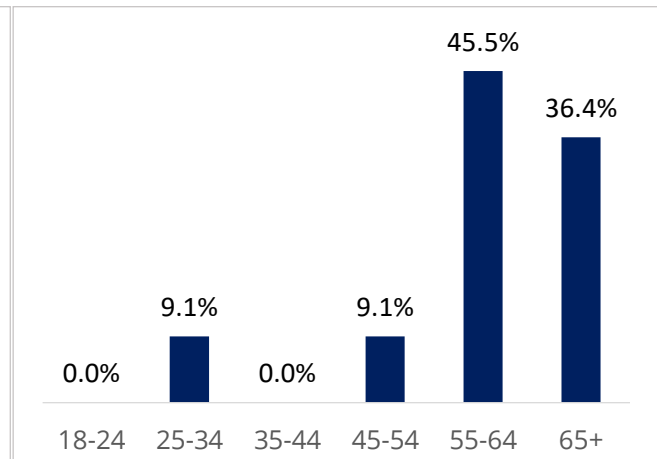
The graphs below highlight the demographic of those who are materially disadvantaged or inconvenienced after having considered local alternatives.

**Gender**



**Figure 11: base = 11**

**Age**



**Figure 12: base = 11**

**Average visits per week**

<b>Grocery Shopping</b> Base - 4	<b>0.49 visits per week</b>
<b>Fuel Purchase</b> Base - 11	<b>0.95 visits per week</b>
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 9	<b>2.44 visits per week</b>

**Table 2: Base Varied**

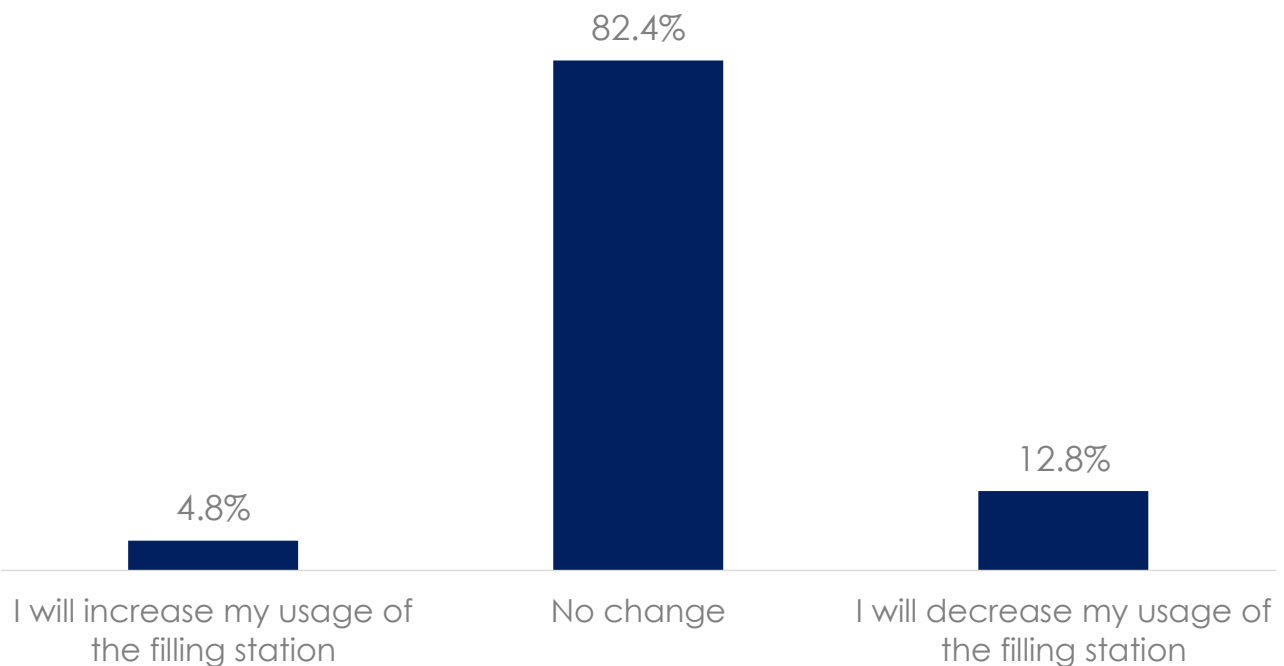
# Research Findings – Motor Fuel Group

Ayr Filling Station

Those in the population of interest (base: 126) were introduced to the Motor Fuel Group with a brief description of the new forecourt and its offerings.

After reading about the new ownership of the forecourt, those in the population of interest, were asked how this change will affect their usage. 87.2% of those surveyed would either have no change to their usage or increase their usage following the change in ownership. 12.8% of respondents stated that they would reduce their usage of the filling station.

Taking the above information into account... How might this impact your usage of this filling station?



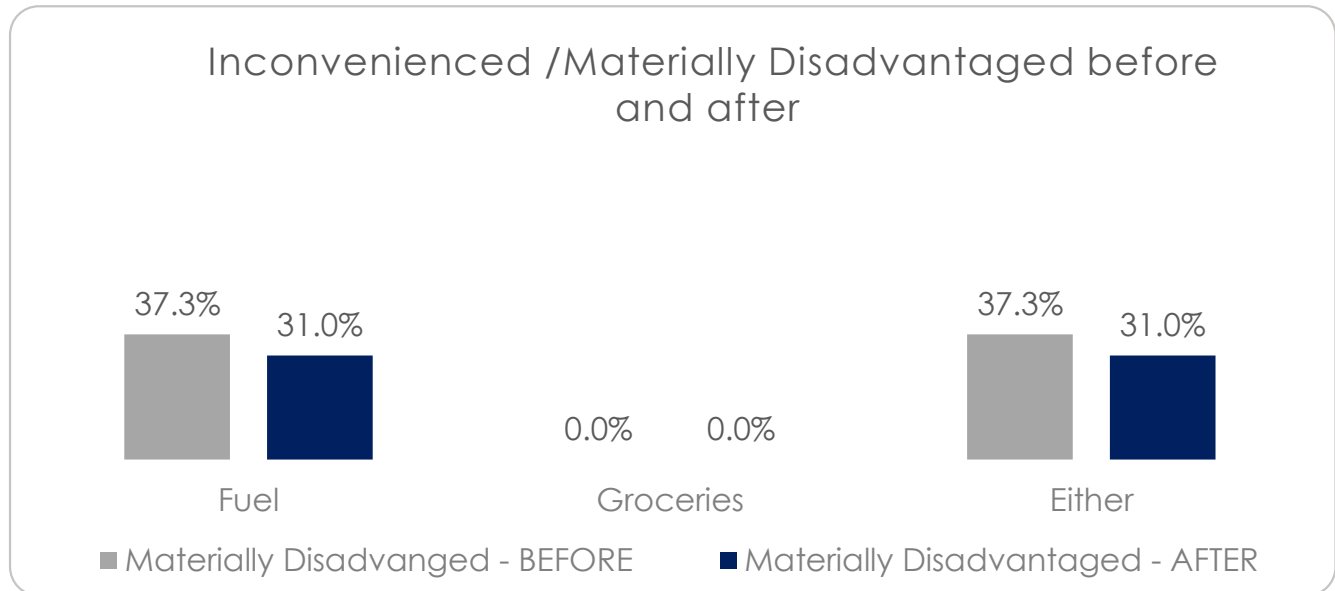
**Figure 13: base = 126**

# Research Findings – Motor Fuel Group

Ayr Filling Station

Those in the population of interest (Base 126), were then asked again:

*Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?*



**Figure 14: Fuel base = 126**

**Groceries base = 0**

**Either base = 126**

This shows that 31.0% of those who live locally and use this filling station for their principal source of fuel and/or groceries would be inconvenienced or materially disadvantaged if the new MFG filling station was no longer able to provide them with fuel and/or groceries. This is compared to 37.3% of those who would be inconvenienced or materially disadvantaged if the current filling station was no longer able to provide them with fuel and/or groceries.

# About TMcK

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Taylor McKenzie Research has been delivering high-quality market research services since 2001. We work closely with our clients and research participants across the UK and beyond, providing the services needed to inform decision-making and drive positive change. A proud family business, our focus is on building trusted partnerships and consistently delivering excellence.

At Taylor McKenzie Research, our mission is to provide our clients with the high-quality data they need to make informed decisions. Our highly skilled and approachable team serves as an extension of your own, delving into your research brief in the pursuit of answers. Since 2001, we have been blending innovative ideas with proven research techniques, resulting in a diverse portfolio of services to meet varied client needs.

## [About Market Research Society \(MRS\)](#)

In the competitive world of market research, one name assures you of instant recognition and respect - that of MRS.

MRS is the 'voice of your profession'. Their role is to represent and communicate good practice in research to the business community, government and the public; to award accreditation and to provide support for our members.

### **Professional standards**

All members of the Society must comply with the [MRS Code of Conduct](#) which is enforced through a disciplinary process. This is the primary means by which market research remains a self-regulated profession. A range of guidelines and advisory services provide support to members in practical implementation of the Code.

The *Code of Conduct* embodies the principles of confidentiality and transparency. It provides protection to research users, participants and to researchers themselves. The Code has the confidence of the business community, government and regulators. It embraces the principles of data protection legislation. Membership of MRS is your way of showing that you subscribe to these ethical and legislative principles.



# Appendix 1 – Research Background

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The Licensing (Scotland) Act 2005 defines premises that operate in whole or in part as a garage for the sale of petrol or derv as “excluded premises”. Subject to the provisions of section 123(5) of the Act, garage premises are “excluded premises”. Where premises are “excluded premises”, sale of alcohol is not permitted. The Client wishes to explore the motivations and buying behaviours of the consumers who visit affected forecourt premises with the purpose of ascertaining whether or not their forecourt premises fall to be determined as “excluded premises” or within the exception contain under section 123(5). Section 123(5) seeks to determine, as interpreted in the Opinion of the Inner House of the Court of Session in *BP Oil UK Limited v City of Glasgow Licensing Board and City of Edinburgh Licensing Board* (5<sup>th</sup> April 2011) whether a recognisable number of persons in the **locality**<sup>1</sup> see and treat the said premises as the **principal source**<sup>2</sup> from which they, in **ordinary course**<sup>3</sup>, purchase **groceries**<sup>4</sup> or fuel and who would properly consider themselves **materially disadvantaged** or **inconvenienced**<sup>5</sup> were these retail facilities to no longer be provided from said premises.

Should the research prove that a substantial % of a **representative sample**<sup>6</sup> local residents who use the outlet as their principal source of groceries and would be materially disadvantaged or inconvenienced if the outlet stopped selling groceries then it would help to form a case to include the outlet as being ‘not excluded’ from the changing legislation.

<sup>1</sup> **Locality** will be defined on a premises by premises basis. This will be determined via respondent answering what will be Q1 (How far away from this station do you live?) and will be confirmed with geo-mapping postcode software. Those living within the chosen distance will be deemed suitable to represent persons living in the locality and they will be further questioned on purchasing habits. Those living out with the chosen distance will be asked for their postcode and interview will be terminated.

<sup>2-3</sup> **Principal source / Ordinary course**; these points must be answered by asking each respondent a question that will be interpreted consistently and fully understood.

Generally speaking, do you treat this premises as your principal source for a) Petrol or DERV (a full description of DERV will be provided in Showcard to help understanding) b) Groceries. A simple yes or no answer will be collected. This will provide the research with its population of interest.

<sup>4</sup> **Groceries**; will be defined as being food or other things used within the home.

<sup>5</sup> **Materially disadvantaged or inconvenienced**; the term materially disadvantaged is perhaps not in the general diction of the average respondent, and we would not expect it to be used by a respondent if asked to describe how they felt about a retail outlet closing. However, when it is combined with the word inconvenienced in the Q. "Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with a) petrol (DERV) b) Groceries?") we would expect a good understanding. An open question asking why participants would feel materially disadvantaged or inconvenienced will be asked if 'yes' is coded at either a) petrol (DERV) or b) groceries.

<sup>6</sup> **Representative sample**; in quantitative market research studies which are to be conclusive it is very important that the data collected and the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection should be stratified in terms of opening hours and weekend / weekday footfall and respondent selection should be entirely random.

### **Statistical Representation**

In order for the findings to be conclusive it is very important that the data collected, the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection was stratified in terms of opening hours and weekend / weekday footfall and respondent selection was entirely random.

The table below indicates achieved error thresholds for the overall base of participants and for the population of interest base. Error bars are present throughout each table to represent statistical relevance of each figure.

<u>Population</u>	%GIVING PARTICULAR ANSWER		
	10%/90%	30%/70%	50%
Total Base 816	± 2.06	± 3.14	± 3.43
Local Base 229	± 3.89	± 5.94	± 6.48
Pop of interest Base 126	± 5.24	± 8.00	± 8.73
Inconvenienced Base 47	± 8.58	± 13.10	± 14.29

# Appendix 2 – Research Questionnaire

Good morning/afternoon my name is ..... & I am work for Taylor McKenzie Research & Marketing Ltd, an independent Scottish research agency. We are here today to better understand how this filling station is being used by its customers. We only have a few questions to ask and it is important you help so that we can ensure a representative view of all customers. It should only take 2 minutes.

**Q1 Interviewer select filling station**

Ayr Filling Station .....

**Q2 How far away from this Service station do you live?**

Showcard s2

- Within 1/4 of a mile  Go to Q3
- Within 1/2 a mile
- Within 1 mile
- Within 1.5 miles
- Within 1.5 to 2 miles
- Within 2 to 10 miles (approx.) CLOSE
- More than 10 miles away (approx.) CLOSE

**Q3 Which of these best describes how you travel to this station?**

Showcard s3

- Always by vehicle .....  Go to Q4
- Always on foot .....  Go to Q4
- Mostly by vehicle but sometimes on foot .....  Go to Q4
- Mostly on foot but sometimes by vehicle .....  Go to Q4
- Other (write in) .....  Go to Q3

**Q4 Including today, in the past 6 months have you used this station as a source of ...**

Showcard s4

Interviewer - Read out...

- Petrol or DERV (fuel)  Go to Q5
- Groceries  Go to Q6
- Both for Petrol or DERV (fuel) and Groceries  Go to Q5

**Interviewer note - if respondent queries what qualifies as 'groceries' please give the following description -**  
Groceries - 'food or other things used within the home'

**Q5 How often do you visit this station for the purchase of petrol or DERV (fuel)?**

Showcard s5

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- First visit** .....

**Q6 How often do you visit this station for the purchase of groceries?**

Showcard s5

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- First visit** .....

**Q7 And how often, if at all, do you visit the Morrisons Supermarket adjacent to this filling station?**

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- Never** .....

**Q8 Generally speaking, do you treat this premises as your principal source for:**

Showcard s6a & s6b

Interviewer - Read out full statement above for both petrol and groceries

	Yes	No
Purchasing Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing Groceries	<input type="checkbox"/>	<input type="checkbox"/>

**Q9** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with:  
Showcard s7

	Yes	No
<b>Petrol or DERV (fuel)</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative fuel source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?</b>	<input type="checkbox"/>	<input type="checkbox"/>
If no: Why is this? (probe fully)	_____	
	_____	

**Q10** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with...  
Showcard s7b

	Yes	No
<b>Groceries</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative grocery source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way?</b>	<input type="checkbox"/>	<input type="checkbox"/>

**Q11** Taking the above information into account  
How might this impact your usage of this filling station?

- I will increase my usage of the filling station* .....
- No change* .....
- I will decrease my usage of the filling station* .....

**Q12** Earlier in the survey we asked you if you would consider yourself materially disadvantaged or inconvenienced were this filling station be unable to provide you with:

**Petrol or DERV (fuel).**  
You had answered {Q9a}

Now that you know about the changes that are coming to this site as a result of the purchase by MFG. Please now consider the question again...  
Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with:

	Yes	No
<b>Petrol or DERV (fuel)</b>	<input type="checkbox"/>	<input type="checkbox"/>
If yes: Why is this? (probe fully)	_____	
	_____	

**Groceries**

If yes: Why is this? (probe fully)

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**Q14 Finally: How often do you personally purchase alcohol in a supermarket, shop or off lice nowadays?**

Please select

- Weekly or more often .....
- Fortnightly .....
- Monthly .....
- Less Often .....
- Never .....

**Q15 The operator of this site are looking to provide a wide range of alcohol for off-sale purc addition to the existing grocery/convenience offer.**

**If suitable alcohol products were available to purchase at this premises, how likely or i do you think you would be to purchase alcohol here?**

- Very Likely .....
- Quite Likely .....
- Quite Unlikely .....
- Very Unlikely.....
- Don't know.....

**Q16 You mentioned you would be likely to purchase alcohol products at this premises... Assuming you could find everything you needed...**

Which of the following statements best describes you

- This alcohol purchase would replace a purchase from elsewhere .....
- This alcohol purchase would be in addition to a purchase elsewhere .....
- Unsure .....

**Q17 Which of the following statements best describe why you are likely to purchase alcohol location...**

Select ALL that apply

- Convenient .....
- Closer to where I live .....
- Closer to where I work .....
- Saves me making an additional journey .....
- I like shopping at this store .....
- Other: Please write in \_\_\_\_\_

**Q18 Record Gender**

- Male .....
- Female .....

**Q19 Which of these age groups do you fall into?**

Showcard s8

- 18-24.....
- 25-34.....
- 35-44.....
- 45-54.....
- 55-64.....
- 65+.....

**Interviewer Say: Could you please tell me your home postcode, this is so we can get a better understanding of store catchment. This data will never be used for contacting you and will never be passed on as personal information.**

**Interviewer please enter with a space, as follows.... e.g. G2 4EZ**

**Postcode**

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## Appendix 3 – Open Ended Responses

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### **Q9b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Fuel? If yes: Why is this?**

"It's the closest"

"This is the closest"

"It's my nearest station"

"It's cheapest and best quality fuel"

"It's very convenient for me"

"It's handy"

"Closest to you. Habit"

"This is my nearest petrol station."

"Cheapest and nearest to me"

"Closest and cheapest"

"This is my local. I live near"

"It's closest to my house"

"Nearest to me. Convenient. Habit."

"Nearest to me. Convenient"

"I collect points to help buy Christmas alcohol"

"Convenient to shop in the supermarket as well"

"It's my nearest. Habit"

"It's just so convenient"

"Near to me. Habit"

"Handy."

"Nearest"

"Rather use this petrol station"

"Nearest to me"

"Habit. On way to work"

"It's nearest to me and handy for supermarket"

"Nearest to me. Friendly staff"

"Nearest. Most convenient"

"Nearest to me"

"Nearest to me"

"Nearest and cheapest"

"Next to my home"

"Habit. Always come here"

"On my work route"

"Nearest"

"Nearest. Convenient. Habit"

"Nearest. Handy for supermarket"

"Usual one"

"Nearest to me"

"Need to further afield"



"Always come here. Nearest"  
"Always use this"  
"Nearest to me"  
"Nearest to me. Able to pay with cash"  
"Convenient for me. Get points"  
"It's on my way home"  
"Always come here. Nearest to me"  
"Need E5 petrol"

**Q12b – Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with Petrol or DERV (fuel)? If yes: Why is this?**

"It's the closest"  
"Need E5 fuel available"  
"It's the closest to me"  
"It's the closest"  
"This is Most convenient to me"  
"Need to go further for petrol"  
"Usually only buy petrol here. It's really handy and close to me."  
"This is my closest one. Would have to travel further for another station"  
"Happy with change"  
"Have to go further away"  
"Habit. It's nearby"  
"Have to go further afield"  
"Nearest to me. I've always used this one."  
"Need to further. Nearest one to this one is too expensive."  
"Need to come here for my points"  
"Like the convenience of this being next to the supermarket"  
"Always come here. I like it. It's cheaper"  
"Habit. I always use this one."  
"Used to coming here. Nearby."  
"Would still use. It's closest."  
"Best price and close to me. Handier"  
"Only if points are still available. Would check for best prices elsewhere"  
"I'd go elsewhere if it was more expensive"  
"Need to go further"  
"Need to go further away"  
"Go elsewhere"  
"Not my nearest station"  
"Need to go out of my way"  
"Would go somewhere else"  
"Need to further"  
"Have to go further"

"Have to go further. Like this one"  
"Habit. Handy for me. The staff are amazing"  
"Go elsewhere"  
"Convenient"  
"Never heard of them so might go elsewhere anyway"  
"Need go further"  
"Go elsewhere"  
"Need to go further"  
"Need to go further"  
"Like this one"  
"Prefer this one. Always use it"  
"I can still pay cash"  
"Go elsewhere"  
"Need to go further away. Inconvenience"  
"Need to go further away. Inconvenience"  
"If its not got E5, I'd have to go elsewhere"

# Appendix 4 – Postcodes of Population of Interest

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KA8 8JA	KA7 3NZ	KA7 3EQ
KA7 3BG	KA7 3DR	KA7 3BJ
KA7 3PH	KA7 3HU	KA7 3BQ
KA7 2XQ	KA7 1UJ	KA7 2DW
KA7 2JW	KA7 2NJ	KA7 3LS
KA7 3LA	KA7 3AQ	KA7 2XN
KA8 8BF	KA7 3JP	KA7 2EN
KA7 3HU	KA7 3HR	KA7 3DU
KA7 3RN	KA7 2JF	KA7 3RZ
KA7 3RN	KA7 3HW	KA7 3LZ
KA7 2LR	KA7 3LW	KA8 0DW
KA7 2JS	KA7 3QL	KA7 2SB
KA7 4SF	KA7 2NS	KA7 2EP
KA7 3JU	KA7 3HD	KA7 2NL
KA7 2ND	KA7 3PW	KA7 3LD
KA7 3QJ	KA7 4FD	KA7 3DY
KA7 3LW	KA7 3DD	KA7 3HF
KA7 2PQ	KA8 8JW	KA7 3DB
KA7 1UJ	KA7 3HY	KA7 3RP
KA7 3AH	KA7 3HY	KA8 0HP
KA7 2LJ	KA7 2RL	KA7 3NT
KA7 3JP	KA7 2LY	KA8 0HW
KA7 4AD	KA7 2RQ	KA7 2SB
KA7 3JB	KA7 2JA	KA7 3JB
KA7 3BJ	KA7 2NR	KA8 0SG
KA7 3BL	KA7 3EG	KA7 2DS
KA7 2NU	KA7 2BW	KA8 0SQ
KA7 3JE	KA7 3RE	KA7 2DL
KA7 1TR	KA7 2JT	KA7 3LB
KA7 2SB	KA7 3HQ	KA7 2RQ
KA7 2NG	KA7 3AQ	KA7 2LY
KA7 2SA	KA8 0RY	KA7 3DP
KA7 2JX	KA7 2SS	KA7 3SZ
KA7 3TB	KA7 2RF	KA7 3SH
KA7 3LA	KA7 3LU	KA7 2HJ
KA7 2PZ	KA7 2LN	KA7 2ND
KA7 3DT	KA7 2LR	KA7 1SP
KA7 3AQ	KA8 0RX	KA7 2RT
KA7 3BN	KA7 3TA	KA7 4AS
KA7 3DR	KA7 2JG	KA7 3SH
KA7 3JX	KA7 3BB	KA7 3HE