

**Application for Premises Licence**

<b>Applicant</b>	<b>Premises</b>
1. Penny Petroleum (Scotland) Limited	Tam O Shanter 2 Station Bridge Road Ayr
Retail Sale of Alcohol (Off Premises)	Every day      10:00 – 22:00

Link to plan

<https://ww20.south-ayrshire.gov.uk/ext/licensing/Licensing%20Documentation/2200033LAPREM/2200033LAPREMLYPLN2.pdf>

**REPORT BY THE CLERK TO THE  
LICENSING BOARD OF 19<sup>th</sup> APRIL 2022**

**SUBJECT: APPLICATION FOR  
PREMISES LICENCE**

**TAM O'SHANTER  
2 STATION ROAD  
AYR  
KA7 1UW**

**APPLICANT**

**PENNY PETROLEUM (SCOTLAND) LIMITED  
GLOBAL HOUSE  
303 BALLARDS LANE  
LONDON  
N12 8NP**

**APPLICATION REPORT**

**1 Background:**

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

The core hours sought are 10:00- 22:00 daily for off sales only.

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

The applicant states on the operating plan that the primary activity undertaken at the premises is the retail sale of the following commodities to the general public: -

Groceries, confectionery, bread and cakes, crisps and snacks, soft drinks, non-foods, toiletries, frozen foods, chilled foods, fruit and veg, newspapers and magazines, tobacco and cigarettes, wines and spirits and other fermented distilled and spirituous liquors.

The applicant may operate a national lottery within the outlet and/or a pay point bill payment service.

The applicant is seeking an alcohol display area of 9.14 square metres which has been agreed with Building Standards

**2 Reports**

There have been no objections or representations.

Section 50 Certificates from Planning, Building Standards and Environmental Health have been lodged along with the application.

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

The applicant has not provided details of how it will meet the licensing objectives and the applicant should address this in their submission to the Board.

### 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
Lychees Ayr 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
No 22 Bar and Grill 22 Beresford Terrace Ayr	On and Off Sale – 130 persons
O'Briens 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:**

Morag Douglas  
 Depute Clerk  
 County Buildings  
 Wellington Square, Ayr  
 Telephone (01292) 617687  
 Date 23<sup>rd</sup> February 2022

# 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 / NO*
1(b)	Do you have facilities for those with a disability	YES / NO*
1(c)	Do you have any other provisions available to aid the use of the premises by disabled people	YES / NO*
<i>*Delete as appropriate</i>		

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.

<p>Aisle widths will be wheelchair accessible.</p> <p>Signage will be present advising customers to ask staff for assistance if required</p> <p>Entrance and fire exit are wide enough to accommodate wheelchairs</p> <p>The premises are on one level.</p> <p>There is parking available</p>
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## **Question 3**

### **Facilities available**

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

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The service counter will be wheelchair accessible

The payment pin pads will not be fixed and will be accessible

#### **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.

The service counter will be wheelchair accessible and have an induction hearing loop installed

Signage will be present advising customers to ask staff for assistance if required

## **Licensing Objectives Statement**

### **Tam O'Shanter Filling Station, 2 Station Road, Ayr, KA7 1UW**

#### General

- 1 The licence holder will maintain detailed written policies to be kept under review regarding licensing due diligence. This will be periodically monitored by third party licensing consultants and updated as required.
- 2 The licence holder will have a comprehensive training programme for all staff which will include refresher training in relation to the sale of alcohol and other age restricted products.

#### Preventing crime and disorder

- 1 The premises is a filling station which also sells additional retail in relation to groceries and other goods. No alcohol is consumed on the premises. The premises will be carefully managed and any incidents of crime and disorder are extremely rare. All incidents are recorded in an incident book routinely checked by the licence holder. The incident records can be made available for inspection on request.
- 2 The premises will operate a Challenge 25 policy.
- 3 Staff will monitor the age of customers seeking to purchase alcohol and will challenge anyone who appears to be under the age of 25 to produce prescribed ID.
- 4 A refusal log is kept with staff required to update it with details of any challenges made relating to age restricted products which result in a refusal to sell.

#### Securing public safety

- 1 Procedures will be in place for evacuation and accident/incident reporting.
- 2 The premises will comply with appropriate regulations and have approved exit routes, signage, and emergency lighting.
- 3 There will be fire extinguishers in the premises and a fire risk assessment is carried out in terms of the relevant legislation.
- 4 The premises will have CCTV.

### Preventing public nuisance

- 1 Normal operation of the premises will not give rise to public nuisance.

### Protecting and improving public health

- 1 Material promoting responsible drinking will be displayed.
- 2 Staff will be trained to refuse service of alcohol to anyone who appears intoxicated
- 3 All relevant environment health regulations will be observed.
4. Minimum unit pricing will be diligently adhered to.

### Protecting children and young persons from harm

- 1 Procedures for prevention of the sale of alcohol to persons under the age of 18 years will be in place (see Challenge 25 above).
- 2 The licence holder will train staff specifically in relation to identifying and dealing with proxy purchases.



# **Penny Petroleum - Code of Conduct**

## **Purpose**

The purpose of this code is to provide a clear framework within which employees of Penny Petroleum are expected to conduct themselves. As a Company, we strive to maintain a work environment for our employees in which honesty, integrity and respect for fellow employees and customers is constantly reflected in personal behaviour and standards of conduct.

The code refers to other Company policies and procedures which can be found in the Employee Handbook at each site.

## **Principles**

- Employees are expected to have regard for the impact of their personal behaviour on the Company, colleagues and customers.
- This code covers some of the most important issues relating to personal conduct, and gives a framework of standards and behaviour guidelines, but it is not intended to be exhaustive.

## **Standards of personal behavior**

### **Punctuality**

Poor timekeeping causes operational difficulties and compromises our customer service and efficiency, and it is therefore essential that all employees arrive and leave work on time.

### **Harassment and bullying**

The Company is committed to ensuring that everyone is able to work without fear of harassment, bullying or intimidation. Everyone in the Company has a part to play by ensuring that their own behaviour, whether intentional or unintentional, does not constitute harassment. We will take action against inappropriate behaviour which shows lack of respect for others or which leads people to feel threatened. See our Bullying and Harassment policy for more detail.

### **Performance**

We expect all employees to follow all reasonable rules and instructions given by those supervising or managing their activities.

### **Misuse of drugs and alcohol**

It is a disciplinary offence to attend work when under the influence of alcohol or non-medically prescribed drugs. See our Alcohol and Drugs policy for more information.

### **Conduct outside work**

We do not seek to dictate how employees conduct themselves in their personal lives outside work. However, unlawful, anti-social or other conduct by employees which may jeopardise the Company's reputation or position will be dealt with through the disciplinary procedure.

### **Appearance**

All employees are provided with a Company polo shirt. Employees must ensure that they wear their polo shirt and other appropriate smart clothing at all times. See our Personal Appearance and Hygiene policy for more information.

### **Site management**

It is important that we take pride in our shops and forecourts and create a positive image of the Company. All employees share responsibility for keeping the shop and forecourt clean, tidy and well presented.

### **Respect for customers**

All employees are expected to treat customers courteously and with respect. We expect that all employees will respond helpfully to customer queries, thereby pre-empting and avoiding complaints.

### **Use of personal mobile phones or other devices**

Employees are only allowed to use personal mobile phones (or other devices) during break periods, and these should be kept out of sight whilst serving customers.

### **Data protection**

The Company holds and processes information about employees, and other data subjects for administrative and commercial purposes. When handling such information, the Company, and all staff or others who process or use any personal information, must comply with the requirements of UK data protection legislation. See our Data Protection policy for more detail.

### **Gross Misconduct**

Employees will usually be dismissed without warning and without notice if they are found to have committed an act of gross misconduct. The disciplinary policy contains examples of the types of conduct which we view as gross misconduct. In particular, employees should be aware that any of the following will almost certainly result in summary dismissal:

1. Taking or consuming items of stock which have not been paid for. (Even if the intention was to pay at a later time.)
2. Any action which is in breach of our alcohol license. Examples include:
  - opening the site doors at night;
  - allowing customers inside the shop at night;
  - failing to apply the Challenge 25 rule;
3. Smoking anywhere on Company property
4. Using scratch cards whilst on duty.
5. Misuse of loyalty schemes (Nectar, Clubcard etc.)

## **Breaches of this code**

This code of conduct has been drawn up to provide a source of guidance to our employees. It is not a contractual document and can be amended at any time by the Company. All employees must comply with both the provisions of this code and the Company's policies and procedures, breaches of which will be taken seriously and may result in disciplinary action up to and including dismissal.

I confirm that I have read and understand the Penny Petroleum Code of Conduct, and I agree to abide by the principles.

Name:

Signature:

Date:

Gulf Tam O'Shanter Service Station  
2 Station Road, Ayr, Ayrshire, KA7 1UW.  
Customer Profiling Research Report  
October 2021

Research & Reporting by

Taylor McKenzie Research & Marketing Ltd (TMcK)

TMcK



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# Executive Summary Page Gulf Tam O'Shanter Service Station

## Introduction

The following report outlines the findings from a customer research interviewing program carried out between Tuesday 19<sup>th</sup> October and Saturday 30<sup>th</sup> October at Gulf Tam O'Shanter Service Station, 2 Station Road, Ayr, Ayrshire, KA7 1UW. 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.

This summary page contains the results from the key objective of the research as outlined below.

## 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?**

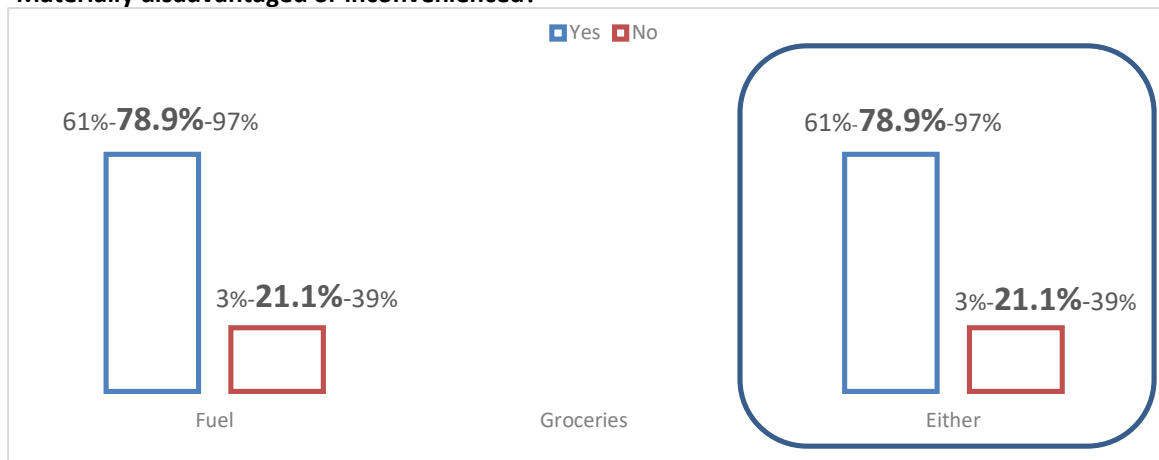


Figure 1 – Fuel Base 19

Groceries Base 0

Either Base 19

## Conclusion

The results show that a statistically significant\* proportion of persons (78.9% (+/-18.35%) in the locality) see and treat this service station on Station Road 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.

# Contents Page

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<b>Executive Summary Page</b> .....	<b>1</b>
Introduction.....	2
Key Research Objective .....	2
Conclusion .....	2
<b>Contents Page</b> .....	<b>3</b>
<b>Research Methodology</b> .....	<b>4</b>
Sample Size.....	4
Population of Interest.....	4
Defining the Population of interest.....	4
<b>Research Findings – Locality</b> .....	<b>5</b>
Locality to Premises.....	5
<b>Research Findings–Geo-mapping</b> .....	<b>6</b>
<b>Research Findings –Demographics</b> .....	<b>7</b>
<b>Research Findings – Premises Usage</b> .....	<b>8</b>
<b>Research Findings – Key Findings</b> .....	<b>9-12</b>
<b>About TMcK</b> .....	<b>13</b>
About Market Research Society (MRS) .....	13
<b>Appendix 1 – Research Background</b> .....	<b>14</b>
<b>Appendix 1 – Research Background (continued)</b> .....	<b>15</b>
Statistical Representation.....	15
<b>Appendix 2 – Research Questionnaire</b> .....	<b>16</b>
<b>Appendix 2 – Research Questionnaire (Continued)</b> .....	<b>17</b>
<b>Appendix 2 – Research Questionnaire (Continued)</b> .....	<b>18</b>
<b>Appendix 3 – Open Ended Responses</b> .....	<b>19</b>
<b>Appendix 4 - Postcodes</b> .....	<b>20</b>

# Research Methodology Gulf Tam O'Shanter Service Station

A quantitative research study was carried out from Tuesday 19<sup>th</sup> October to Saturday 30<sup>th</sup> October at Gulf Tam O'Shanter Service Station, 2 Station Road, Ayr, Ayrshire, KA7 1UW with 508 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 508 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 a 500m locality of the premises AND use the garage as their principal source for purchasing Fuel or Groceries [Base – 19]. This figure represents 3.7% of the entire customer population.**

## Population of Interest

This sub-group of 19 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

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

Within 1 mile = continue

1 mile+ = record postal code & close

*(Responses recorded for all within 1 mile and then filtered during analysis for 500m locality)*

### **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



# Research Findings – Locality

Gulf Tam O'Shanter Service Station

## Locality to Premises

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

If the Postcode recorded lay within 500m of the Service Station then respondent was categorised as **living within the locality**.

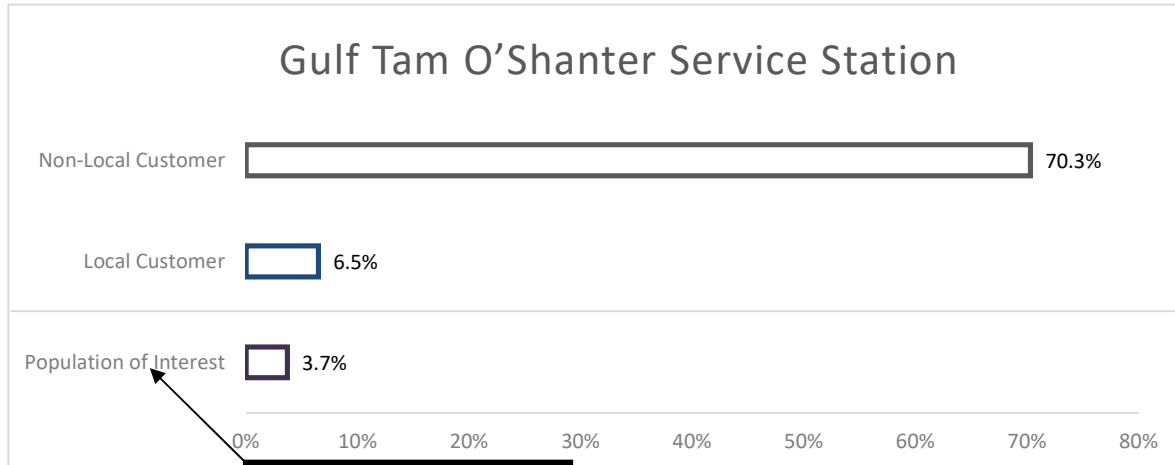


Figure 2 – Base – 508

As defined on page.4



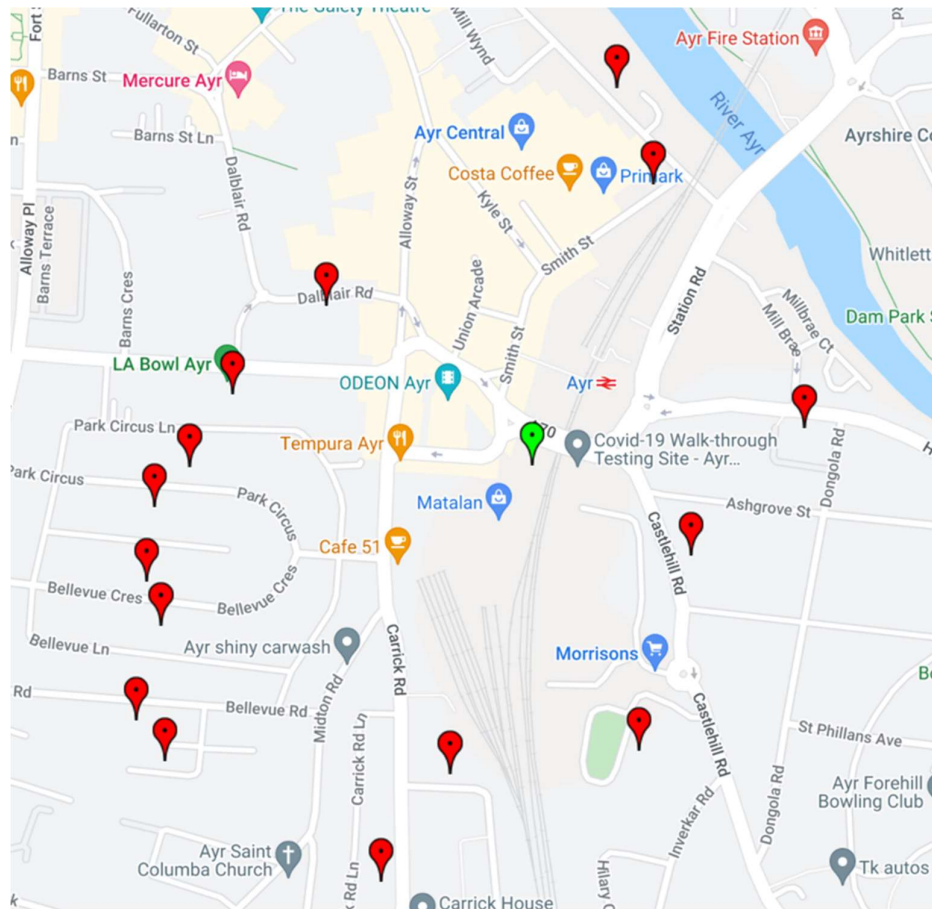
# Research Findings–Geo-mapping

Gulf Tam O'Shanter

Service 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 15 participants who fell into **the population of interest** 15 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 filling station – 0.22 miles (354 meters)



Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.22 miles (354 meters) from the service station (green icon) on average.

# Research Findings – Demographics Gulf Tam O'Shanter

Service Station

## Gender

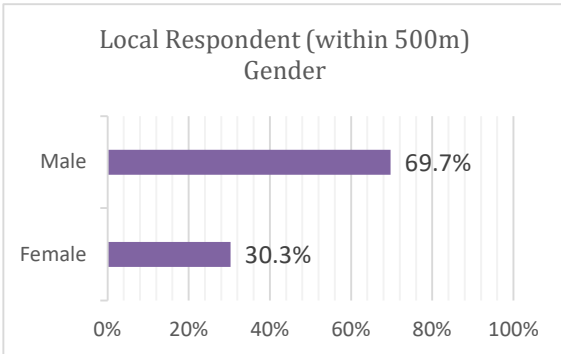


Figure 3 – Base 33

## Average visits per week (local users)

Grocery Shopping Base - 22	<b>1.52 visit per week</b>
Fuel Purchase Base - 26	<b>1.35 visits per week</b>

Table 1 – Base varied

## Age

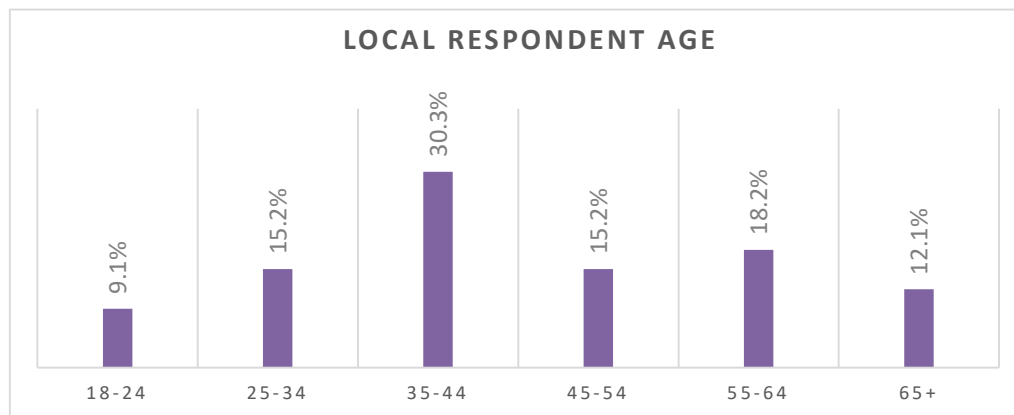


Figure 4 – Base 33

## Respondent travel habits

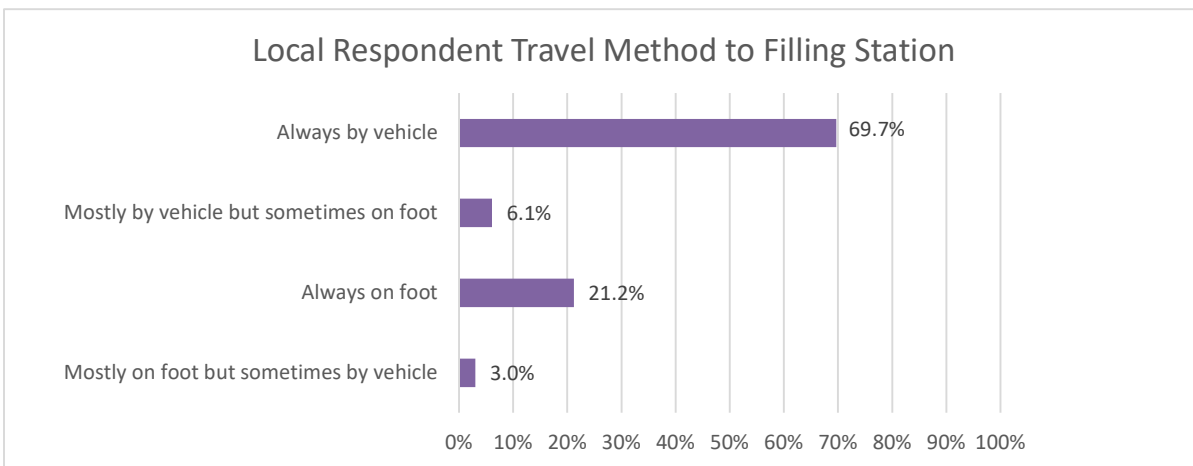
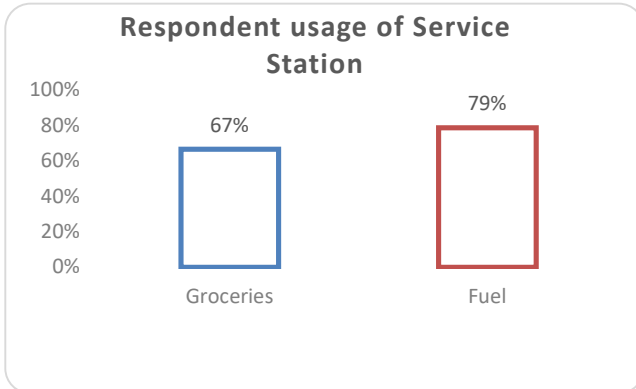


Figure 5 – Base 33

# Research Findings – Premises Usage Gulf Tam

O'Shanter Service Station

## How Gulf Tam O'Shanter Service Station is being used



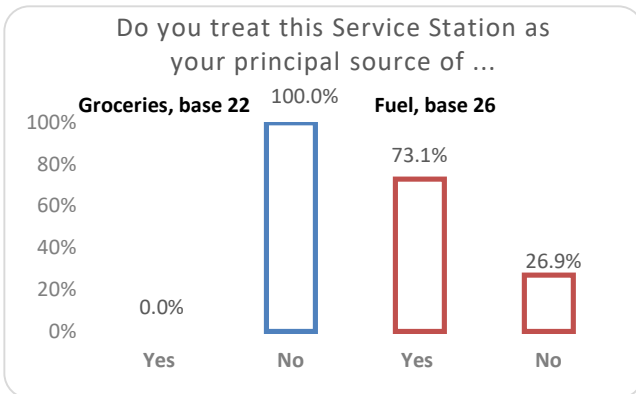
**22 participants (66.7%)**

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

**26 participants (78.8%)**

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

Figure 6 – Base 33



## Defining the population of interest

Participants, who live within the locality (within 500m) of the service station [Base 33], 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

19 (57.6%) 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**.

**Population of interest  
19 participants**

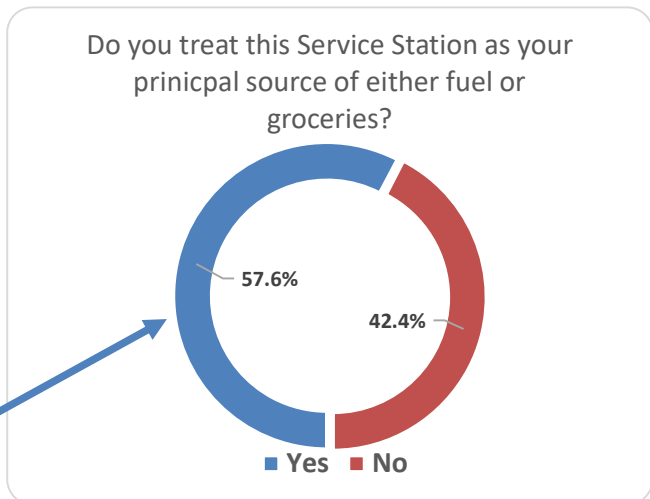


Figure 8 – Base 33

# Research Findings – Key Findings Usage <sup>Gulf</sup>

Tam O'Shanter Service Station

Once the population of interest had been defined (Base 19), 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?

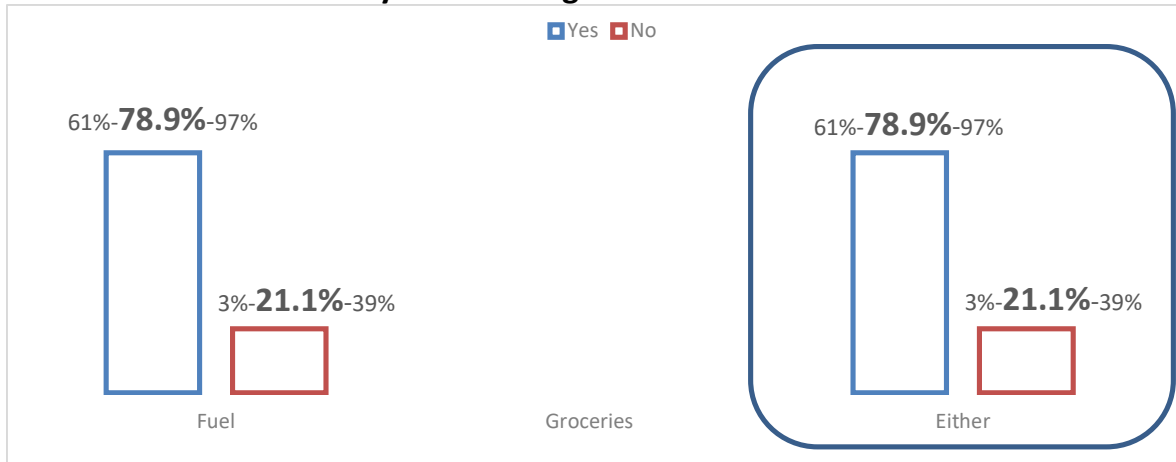


Figure 9 – Fuel Base 19

Groceries Base 0

Either Base 19

The results show that a statistically significant proportion of persons in the locality (78.9%) 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 19 participants from the locality stated that they used the station as their principal source of fuel, of these participants 78.9% (15) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

**Groceries: N/A**

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

# Research Findings – Key Findings

Gulf Tam O'Shanter

Service Station

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 15

**Yes – 93.3% (14)**

**No – 6.7% (1)**

Those who answered 'Yes' to having an alternative fuel source – 93.3% (14) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?** Base 14

**Yes – 0% (0)**

**No – 100% (14)**

Results show that the alternative fuel and grocery sources available to 93.3% of participants would cause 100% of this group to be inconvenienced.

**100% (15) of those materially disadvantaged (base 15) confirmed this was still the case after considering alternatives.**

# Research Findings – Key Findings

Gulf Tam O'Shanter

## Service 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.

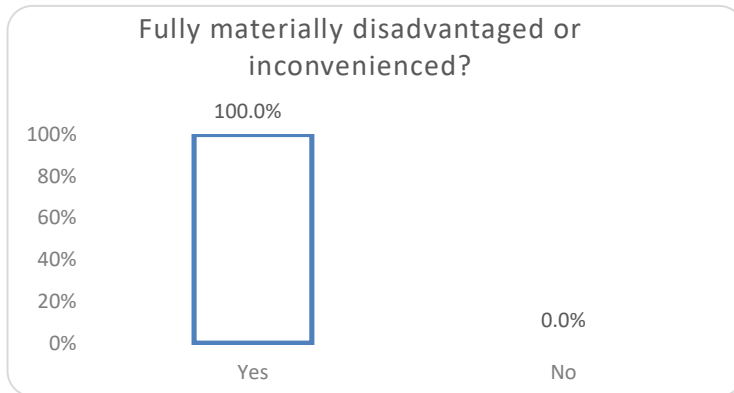
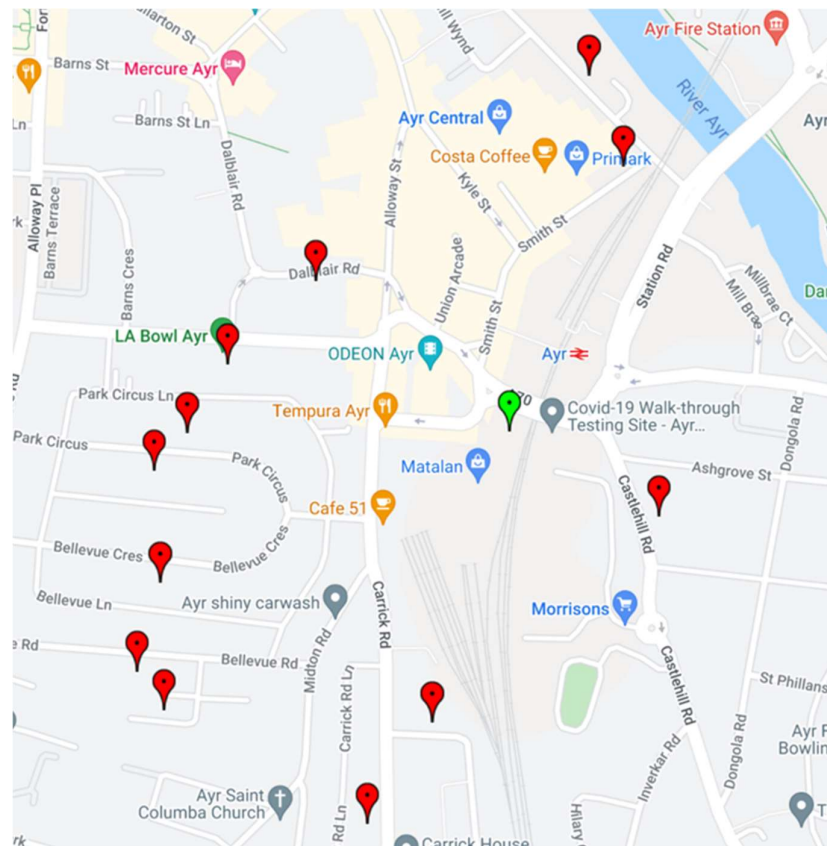


Figure 10, Base 15

The geo-map below shows where all participants (15) who coded 'yes' live; on average 0.23 miles (370m) from the station. They are represented below as red icons, in some cases the same postcode has been given and will be represented by only 1 icon.



Map 3

# Research Findings – Key Findings Gulf Tam O'Shanter

Service Station

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

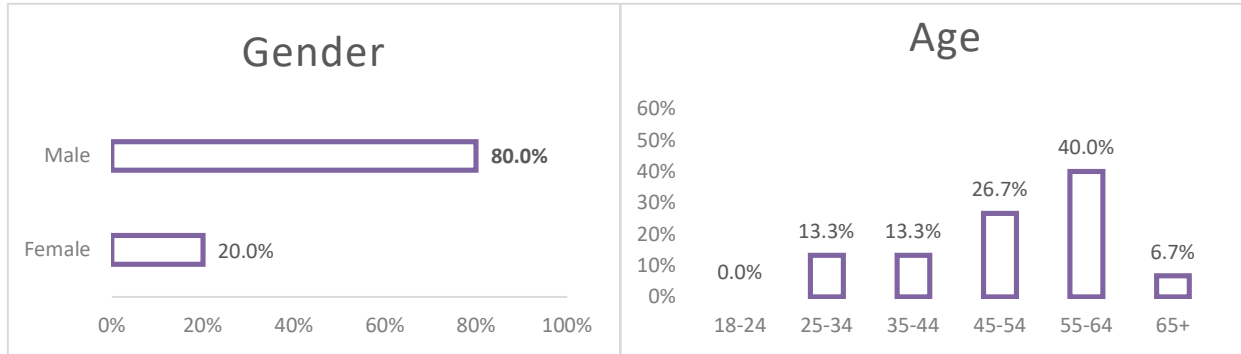


Figure 11 – Base 15

Figure 12 – Base 15

### Average visits per week

Grocery Shopping <i>Base 10</i>	<b>1.87 visits per week</b>
Fuel Purchase <i>Base 15</i>	<b>1.95 visits per week</b>

Table 2 – Base Varied

# About TMcK

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Taylor McKenzie Research & Marketing (TMcK) are a full service agency and provide all stages in the market research process from fieldwork and recruitment, through to interviewing and analysis of data. We are also proud to host one of the UK's best viewing facilities, known as 'The Glasgow View'.

Based in Glasgow since formation in 2001 our steady growth over the past nineteen years has been down to the dedication of our skilled, reliable and creative staff.

TMcK's research team is headed up by Research Director Nicky Taylor who has extensive knowledge of consumer research in Scotland. In the past 12 months he has headed up similar quantitative research projects for KPMG, Tennent's, AXA amongst others. Nicky acts as the main contact for client and will attend briefings and debriefs and will be aided in the completion of the project by Laura Taylor (Director) and TMcK field. TMcK are Company Partners of the Market Research Society and abide by their code of conduct. This demonstrates that we are one of a small number of Scottish companies who work with the Market Research Society in ensuring that quality standards are consistently upheld within the research industry.

## 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.

# Appendix 1 – Research Background

(continued)

<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>	<b>%GIVING PARTICULAR ANSWER</b>		
	<b>10%/90%</b>	<b>30%/70%</b>	<b>50%</b>
Total Base 508	+ 2.61	+ 3.99	+ 4.35
Local Base 33	+ 10.24	+ 15.64	+ 17.06
Pop of interest Base 19	+ 13.49	+ 20.61	+ 22.48
Inconvenienced Base 15	+ 15.18	+ 23.19	+ 25.30

# 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**

Gulf Tam O'Shanter Service 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 CLOSE

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'**

# Appendix 2 – Research Questionnaire

(Continued)

**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 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"/>

**Q8 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)

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# Appendix 2 – Research Questionnaire

(Continued)

**Q9** 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"/>

If no: Why is this? (probe fully)

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**Q10** Record Gender

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

**Q11** 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 with any 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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**"Q8b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Fuel? If yes: Why is this?"**

"Only use bp"

"Need to go further"

"Having to go out of way for other bp"

"It's handy for the shop when I want to get straight home. Can get milk and send parcels from here"

"Closest for me"

"This location easier round corner"

"This round corner"

"This so easy to come to"

"Have to travel further"

"Easy access. I'm a taxi driver and most jobs and pick ups within this area"

"This closest bp to home"

"This is literally on doorstep"

"We need to support local places or we lose"

"Live beside it"

"This on route to work"

**Q8e: If NO: Why would this fuel source cause you to be disadvantaged or inconvenienced? Include as much detail as possible:**

"Have to go further away to next bp"

"Bit further only use bp"

"Other bp out of my way and don't like supermarket fuel for car"

"It doesn't do parcels so would need to do two stops"

"Tesco can be busy and takes longer"

"I live round from here and fill up before days work"

"Need to think about where to go that was easy"

"Like to be loyal to area"

"Poor quality fuel from morrisons"

"Only use bp"

"Need to stop midway on journeys"

"If we lost local place for fuel would mean need to travel out of area every time and would miss it"

"Don't like to use supermarket fuel"

"Need to go different route and longer"

## Appendix 4 – Postcodes of Population of Interest

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Ka7 2dp	Ka7 2jf
Ka7 2dj	Ka7 2hx
Ka7 2sb	Ka7 3as
Ka7 2ax	Ka7 2dr
Ka7 2rf	Ka7 1uq
Ka7 2sa	Ka7 1th
Ka7 1td	Ka7 2dp
Ka7 2rb	Ka7 2jf
Ka7 2dl	Ka7 1uq
Ka7 2dj	