

**From:** Jayantheesan Thirumurugarajah < >  
**Sent:** 03 December 2020 12:15  
**To:** James Sloan <James.Sloan@Milton-keynes.gov.uk>  
**Subject:** [EXT] Re: Representation received against your application

Hello James,

Thanks for your email.

For the following reasons the business decided to sell higher strength alcohol.

- If we are licenced only to sell below 6% strength alcohol, it is very much limiting the choice of products we can sell. It's not worthwhile for us as a business to make the space free for alcohol where we can only sell limited products. Our core intention is to sell a very minimal amount of lower strength alcohol to discourage underage people as it will make it difficult for them to afford the higher strength alcohol. We are very confident that our staff are well trained and they are extra vigilant when making an age restricted sale, as you may know that fortunately we never failed any test purchase within past few years.
- Our main customers are from city centre who work in the centre (i.e. banks and the stores), it is their request to have alcohol in the shop, so it will be convenient for our customers to purchase the cheaper and best product after work rather than having to go to a supermarket.
- If the objection is based on the reason that families visit with children to city centre and it is not appropriate to have alcohol - our argument would be that M&S and John Lewis also sell higher strength alcohol in the city centre. Therefore, the reason for the objection is contradicting.

**In regards to marking alcohol - where would we find this special pen and how much? and can I re-buy in the future if it's run out?**

I would appreciate it if you could arrange for a meeting, so we can clear doubts and concerns in person.

I am looking forward to hear from you soon.

Many thanks,  
J Thirumurugarajah