

The Highland Licensing Board

Meeting – 6 August 2024

Agenda Item	6.3
Report No	HLB/79/24

Application for the grant of a provisional premises licence under the Licensing (Scotland) Act 2005

Alness Petrol Station, Dalmore Road, Alness, IV17 1OU

Report by the Clerk to the Licensing Board

Summary

This report relates to an application for the grant of a provisional premises licence in respect of Alness Petrol Station, Dalmore Road, Alness.

1.0 Description of premises

1.1 The premises is a general convenience store adjacent to the petrol filling station forecourt at Dalmore Road, Alness. The forecourt area is not part of the area to be licensed.

2.0 Operating hours

2.1 The applicant seeks the following hours:

Off sales:

Monday to Sunday: 1000 hrs to 2200 hrs

3.0 Background

3.1 On 5 March 2024 the Licensing Board received an application for the grant of a premises licence from Motor Fuel Limited.

3.2 The application was accompanied by the necessary section 50 certification in terms of Planning together with a Disabled Access Statement.

3.3 The application was publicised during the period from 25 March to 15 April 2024 and confirmation that the site notice was displayed has been received.

3.4 In accordance with standard procedure, Police Scotland, the Scottish Fire and Rescue Service and the Council's Community Services (Environmental Health) and Planning and Building Standards were consulted on the application.

- 3.4.1 Whilst Police Scotland have confirmed they have no objections to the application, they have requested that the "excluded premises" opinion by the applicant is highlighted to the Highland Licensing Board on consideration of this application as it may not fall under any exemptions given the amenities in close proximity to the location requested to be licensed.
- 3.5 Notification of the application was also sent to NHS Highland and the local Community Council. The Community Council has expressed their support for this application.
- 3.6 Further to this publication and consultation process no timeous objections or representations have been received.
- 3.7 The applicant must nevertheless be given the opportunity to be heard before the Board determines the application and has accordingly been invited to the meeting. The applicant has been advised of the hearings procedure which may also be viewed via the following link:

https://www.highland.gov.uk/downloads/file/6399/licensing_hearings_procedure_relicensing_board

4.0 Legislation

- 4.1 The Licensing Board must, in considering and determining the application, consider whether any grounds of refusal apply and, if none of them applies, the Board must grant the application.
- 4.2 Relevant grounds of refusal are: -
1. that the premises are excluded premises;
 2. that the Board considers, having regard to the licensing objectives, that the applicant is not a fit and proper person to be the holder of a premises licence;
 3. that the grant of the application would be inconsistent with one or more of the licensing objectives;
 4. 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 the premises are unsuitable for use for the sale of alcohol, or
 5. that 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 the same or similar description as the subject premises, in the locality.

4.3 For the purposes of the Act, the licensing objectives are-

- (a) preventing crime and disorder,
- (b) securing public safety,
- (c) preventing public nuisance,
- (d) protecting and improving public health, and
- (e) protecting children and young persons from harm.

4.4 If the Board would refuse the application as made, but a modification is proposed by them and accepted by the applicant, the application can be granted as so modified.

5.0 Licensing Standards Officer

5.1 The LSO has provided the following comments:-

- a) Alness Filling Station is based on the outskirts of Alness, Easter Ross. The premises are adjacent to a large Morrisons Store and a Lidl store, both of which have off sales licences.
- b) The premises are made up of a garage forecourt selling all vehicle fuels, a car wash facility, as well as a convenience store selling the usual food and drinks as well as fast food and hot drinks.
- c) These premises could be considered an “excluded premises” under section 123 of the Licensing Scotland Act 2005 as a garage premises.
- d) There is provision within the Licensing Scotland Act 2005 to allow such premises to sell alcohol if it can be shown that 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 -
 - Petrol or derv or
 - Groceries (where the premises are, or to be, used for the sale by retail of groceries).

The applicant’s agent has provided the Board with a customer profiling research report to support the above statement which is attached as an appendix to this report (**Appendix 1**).

- e) Although I highlight section 123, I have no specific concerns in relation to any other aspect of the application or how the operation of the premises may impact on the licensing objectives.
- f) The core hours applied for are within the policy of the Highland Licensing Board.

- g) The activities sought would appear to be reasonable and appropriate for the proposed operation of the premises.
- h) The layout plan submitted complies with the required specifications.
- i) During the period of consultation, no objections have been received.
- j) I have no objection to this application.

6.0 HLB local policies

6.1 The following policies are relevant to the application:-

- (1) Highland Licensing Board Policy Statement 2023-28
- (2) Highland Licensing Board Equality Strategy

7.0 Conditions

7.1 Mandatory conditions

If the application is approved the mandatory conditions set out in Schedule 3 of the Act will apply.

7.2 Local conditions

None to apply.

Recommendation

The Board is invited to determine the above application and if minded to grant the application.

If the Board is minded to refuse the application, the Board must specify the ground for refusal and, if the ground for refusal is in relation to a licensing objective, the Board must specify the objective in question.

Reference: HC/CSR/2112
Date: 24 July 2024
Author: G Sutherland

Appendix 1: Customer profiling research report



Alness Filling Station
Dalmore Road, Alness, IV17 0UX
Customer Profiling Research Report
June 2024

Research & Reporting by



Introduction

The following report outlines the findings from a customer research interviewing program carried out between Friday 31st May and Monday 17th June at Alness Filling Station, Dalmore Road, Alness, IV17 0UX. 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* (5th 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?

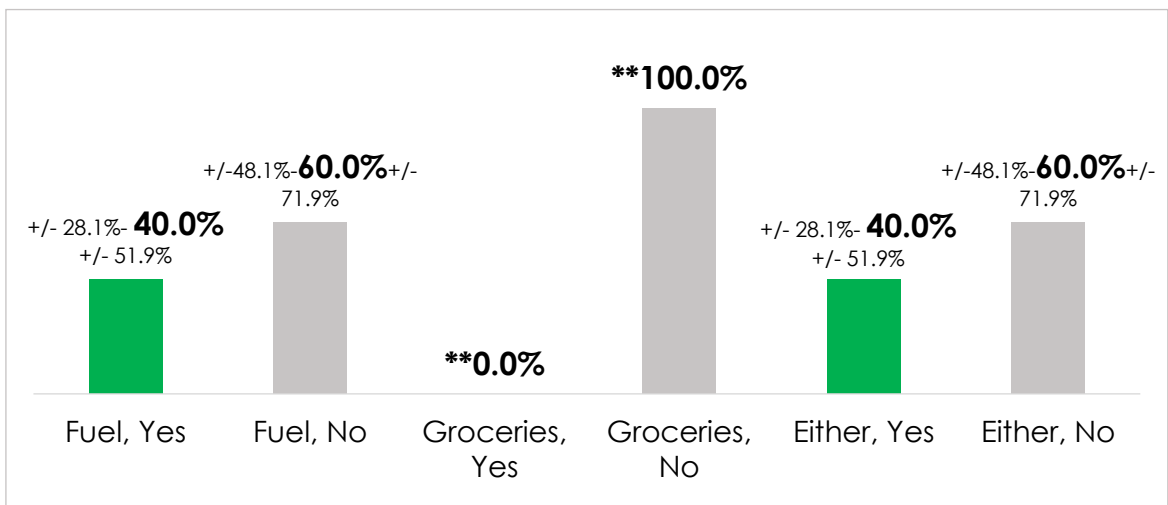


Figure 1: Fuel base = 65

Groceries base = 2

Either base = 65

Conclusion

The results show that a statistically significant* proportion of persons (40.0% (+/- 11.91%) in the locality) see and treat this service station at Dalmore Road, Alness, 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.*

*** Groceries base size too small to apply significance testing*

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A quantitative research study was carried out from Friday 31st May and Monday 17th June at Alness Filling Station, Dalmore Road, Alness, IV17 0UX with 378 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 378 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 – 65]. This figure represents 17.2% of the entire customer population.

Population of Interest

This sub-group of 65 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

Alness Filling Station

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

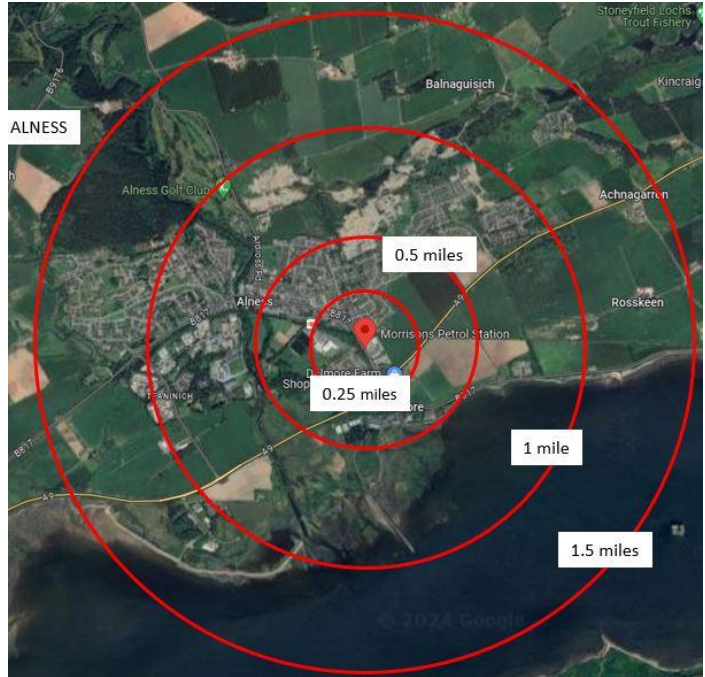
Within 1 mile = continue

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

Alness 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**.

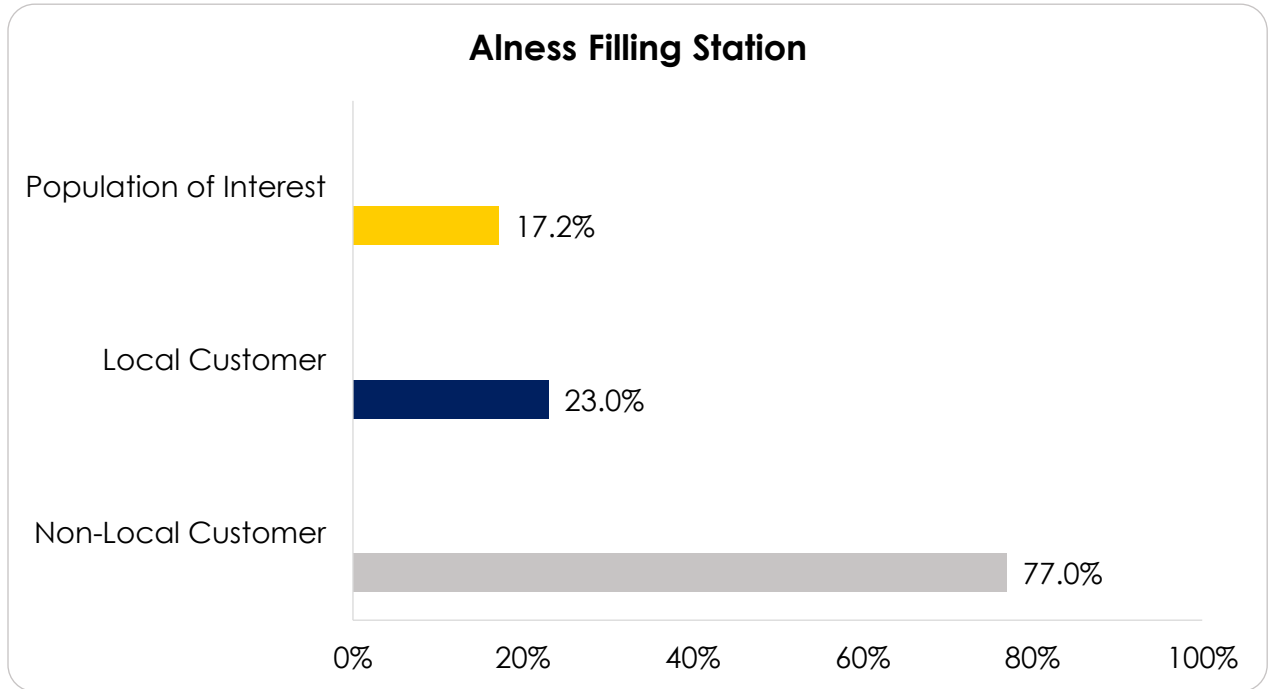


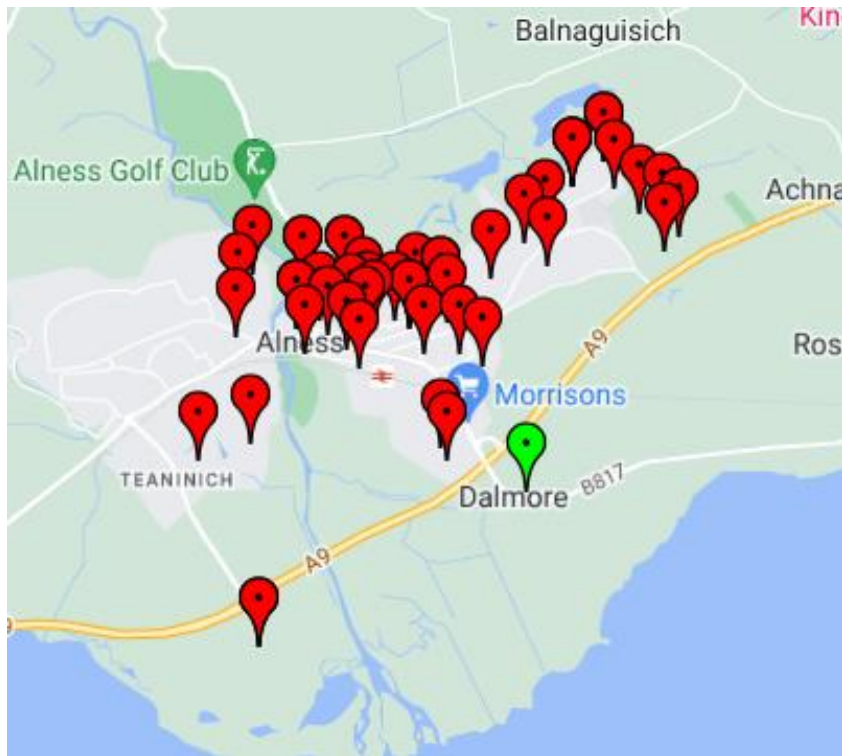
Figure 2: base = 378

Research Findings—Geo-mapping

Alness 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 65 participants who fell into **the population of interest**, 65 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 – 0.80 miles

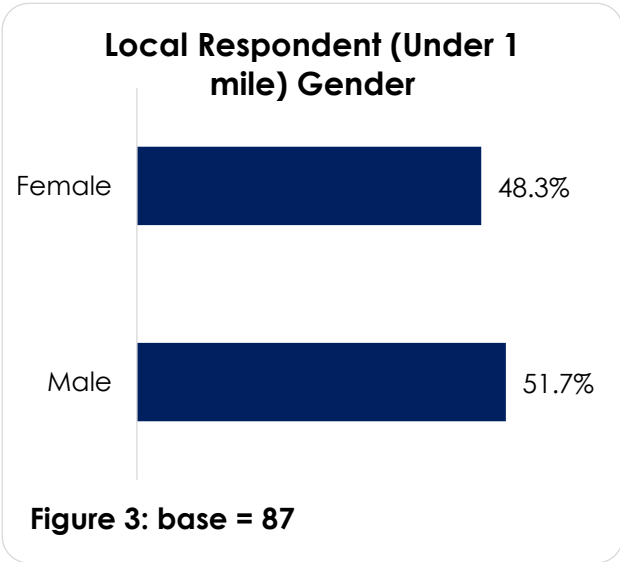


Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.80 miles from the service station (green icon) on average.

Research Findings – Demographics

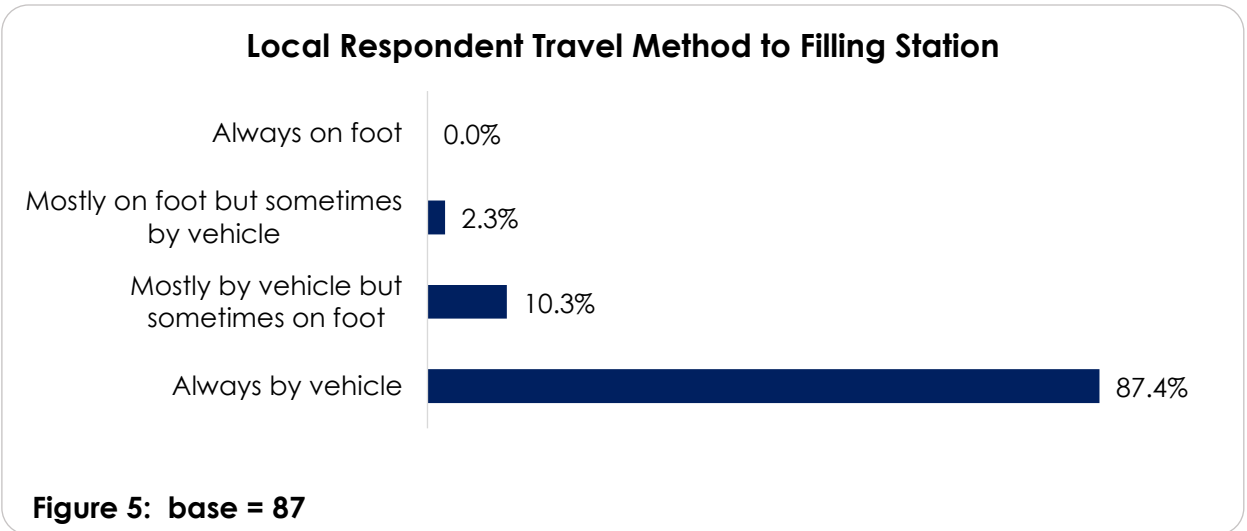
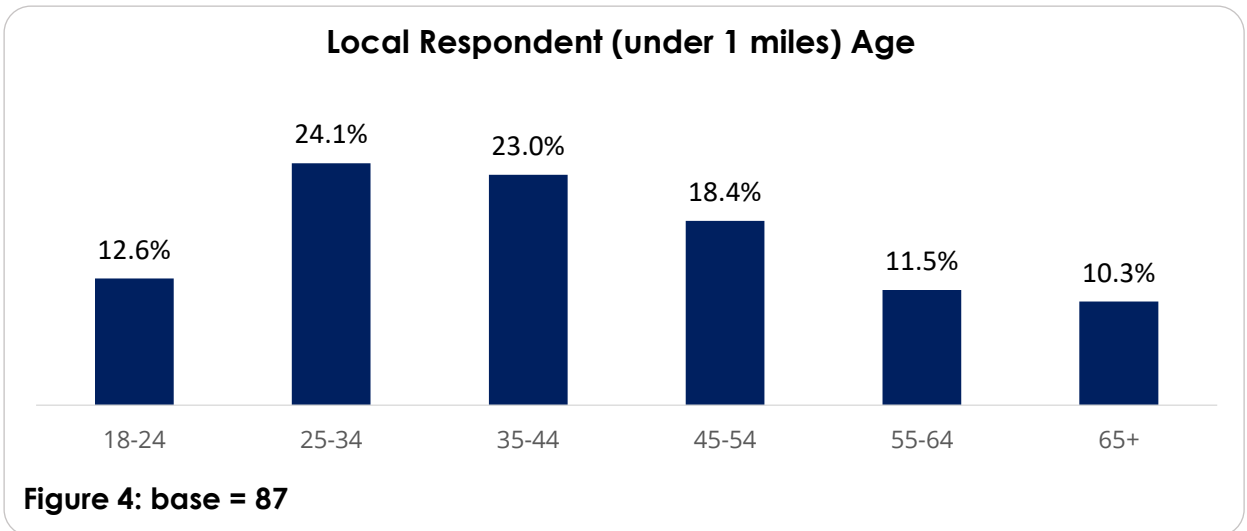
Alness Filling Station



Average visits per week (local users)

Grocery Shopping Base - 80	2.30 visits per week
Fuel Purchase Base - 85	1.98 visits per week
Morrisons Supermarket adjacent to Filling station Base - 85	1.81 visits per week

Table 1: Base Varied



Research Findings – Premises Usage

Alness Filling Station

How Alness Filling Station is being used

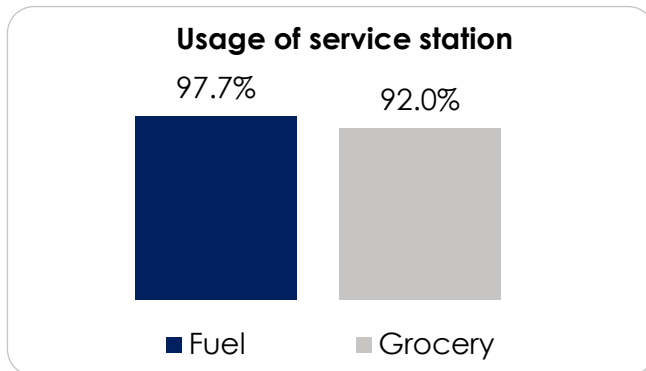


Figure 6: base = 87

80 participants (97.7%)

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

85 participants (97.7%)

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

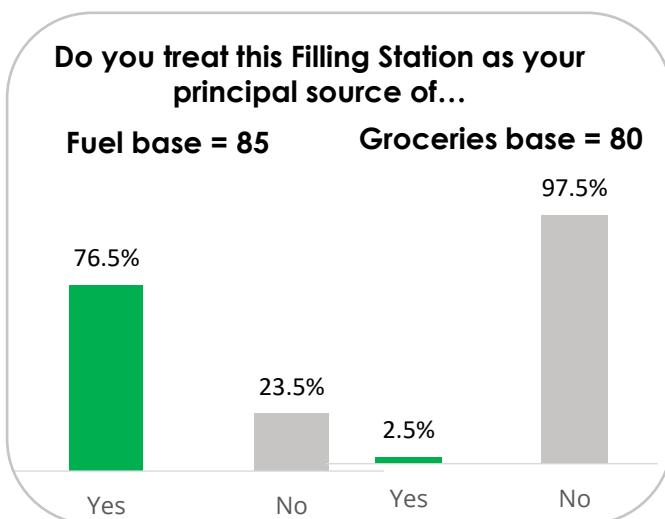


Figure 7: Base Varied

Participants, who live within the locality (within 1 mile) of the service station [87], 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**.

Defining the population of interest

65(74.7%) 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
65 participants

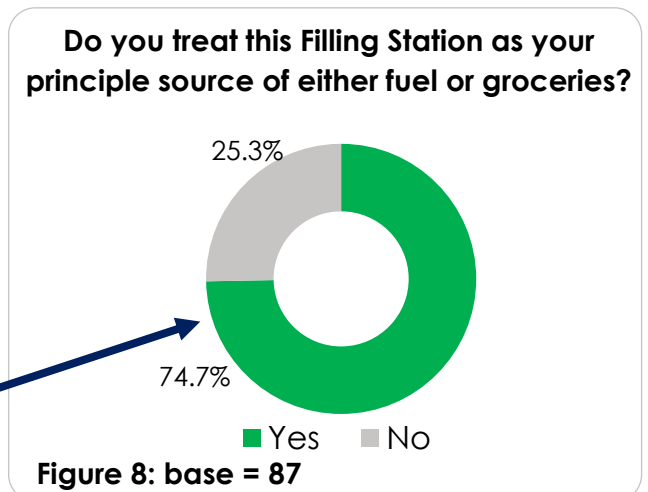


Figure 8: base = 87

Research Findings – Inconvenienced

Alness Filling Station

Once the population of interest had been defined (Base 65), 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?

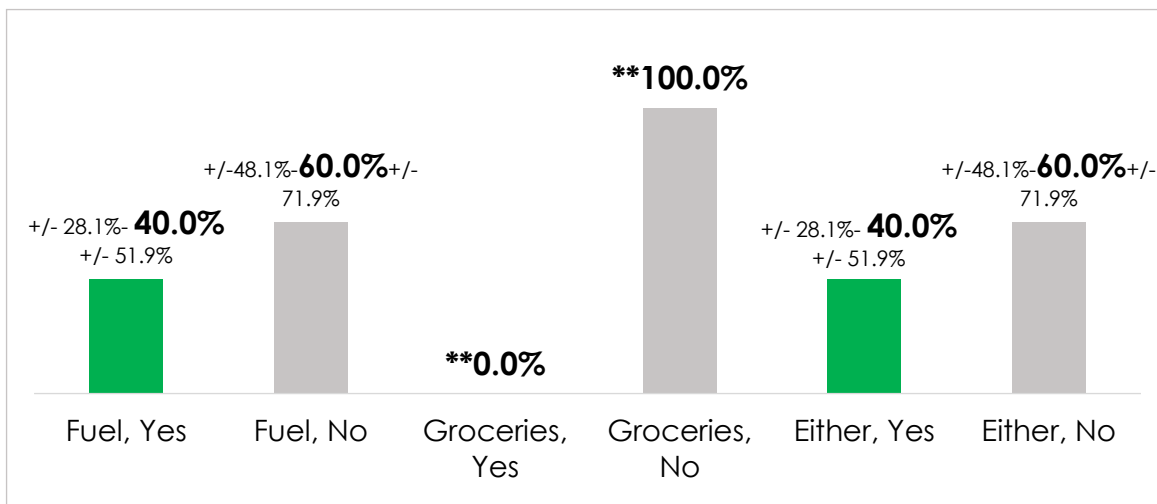


Figure 9: Fuel base = 65

Groceries base = 2

Either base = 65

The results show that a statistically significant proportion of persons in the locality (40.0%) 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, 65 participants from the locality stated that they used the station as their principal source of fuel, of these participants 40.0% (26) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

Groceries: Overall, 2 participants from the locality stated that they used the station as their principal source of groceries, of these participants 0% (0) stated that they would be materially disadvantaged if the premises could no longer provide them with groceries. Base too low to apply significance testing.

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

Research Findings – Inconvenienced

Alness 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 26**

Yes – 96.2% (25)

No – 3.8% (1)

Those who answered 'Yes' to having an alternative fuel source – 96.2% (25) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 25**

Yes – 4.0% (1)

No – 96.0% (24)

Results show that the alternative fuel sources available to 96.2% of participants would cause 96.0% of this group to be inconvenienced.

96.2% (25) of those materially disadvantaged (base 26) confirmed this was still the case after considering alternatives.

Research Findings – Fully Inconvenienced

Alness 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.

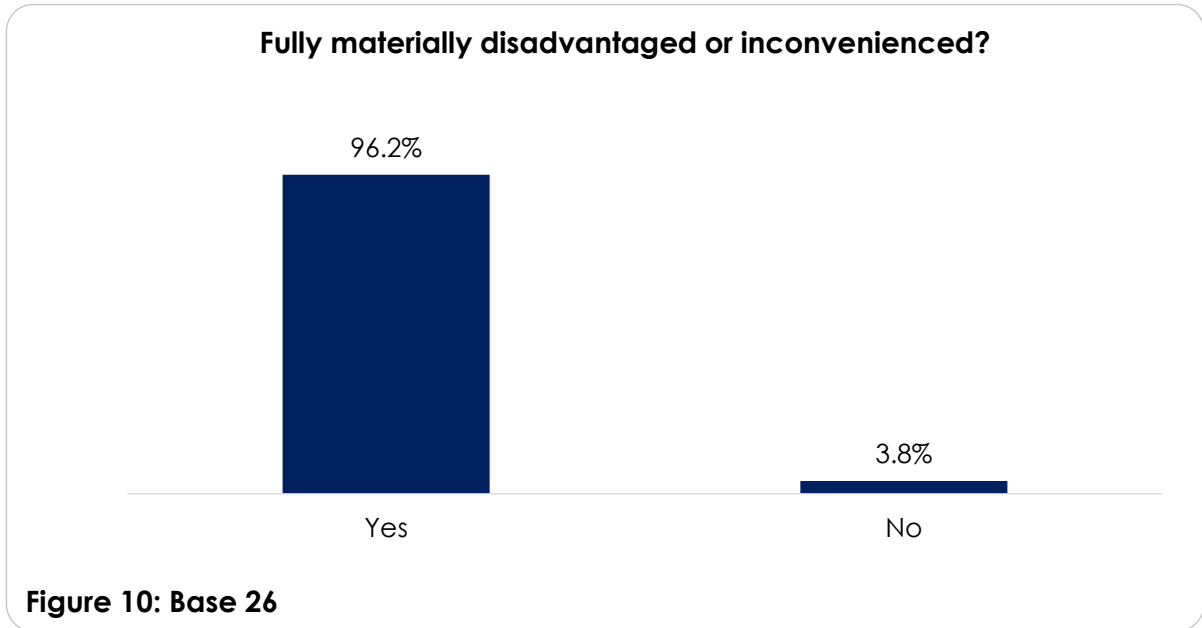


Figure 10: Base 26

The geo-map below shows where all participants (25) who coded 'yes' live; on average 0.84 miles from the station, in some cases the same postcode has been given and will be represented by only 1 icon.



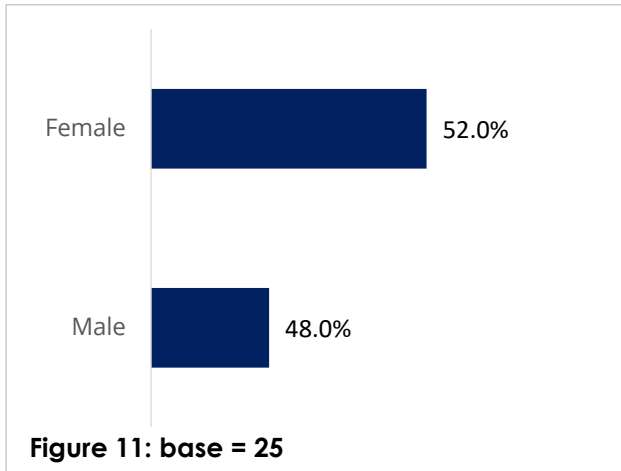
Map 3

Research Findings – Fully Inconvenienced

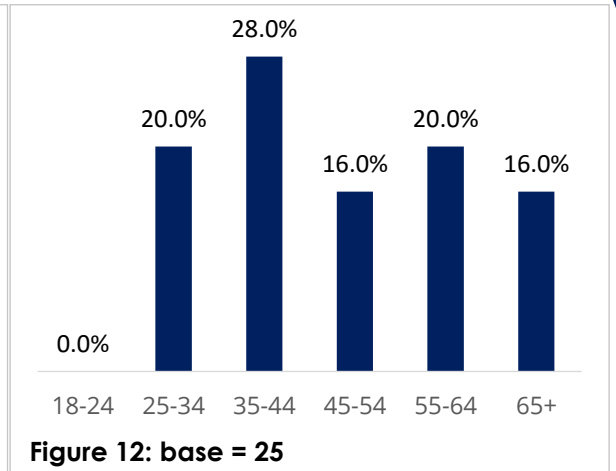
Alness Filling Station

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

Gender



Age



Average visits per week

Grocery Shopping Base - 22	2.21 visits per week
Fuel Purchase Base - 25	2.03 visits per week
Morrisons Supermarket adjacent to Filling station Base - 24	1.45 visits per week

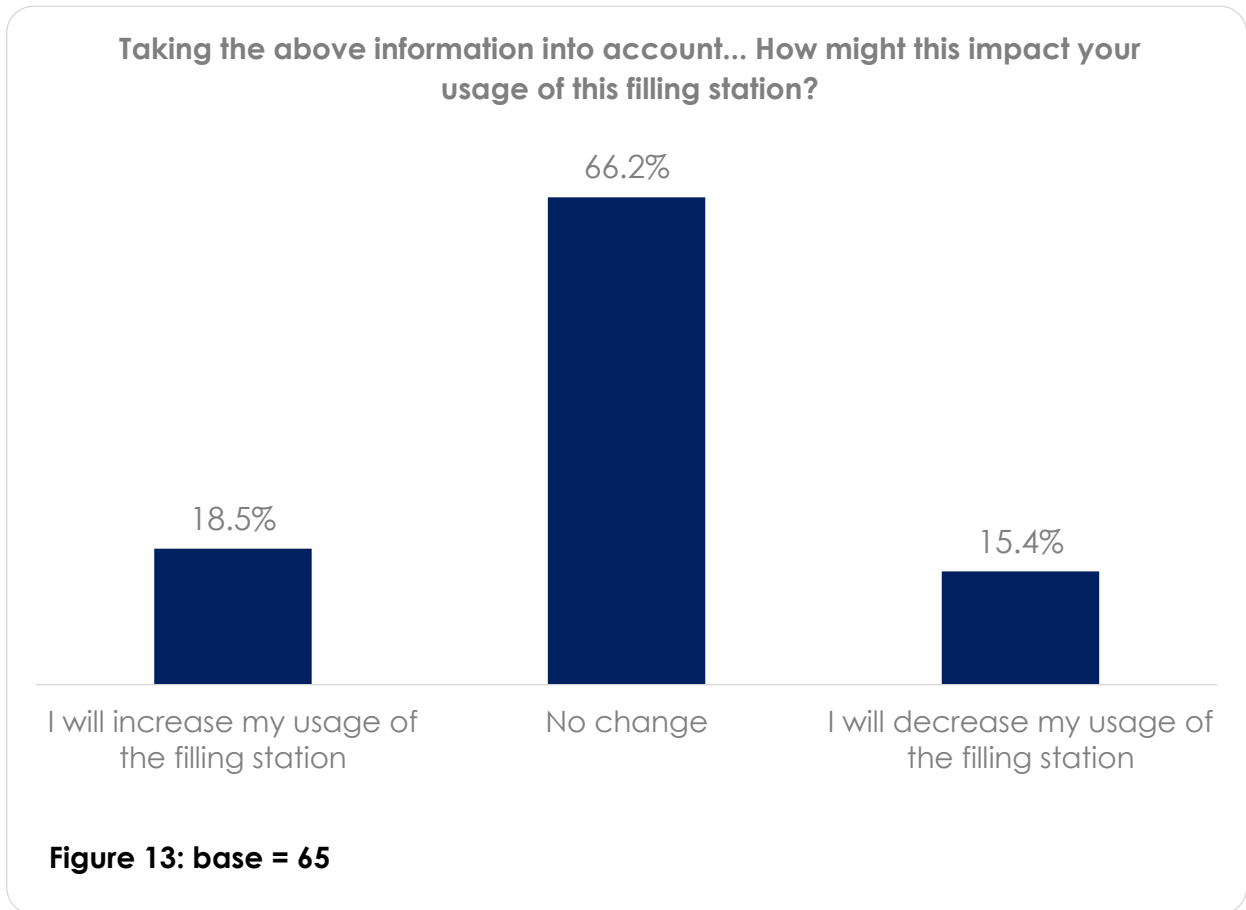
Table 2: Base Varied

Research Findings – Motor Fuel Group

Alness Filling Station

Those in the population of interest (base: 65) 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. 84.7% of those surveyed would either have no change to their usage or increase their usage following the change in ownership. 15.4% of respondents stated that they would reduce their usage of the filling station.



Research Findings – Motor Fuel Group

Alness Filling Station

Those in the population of interest (Base 65), 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?

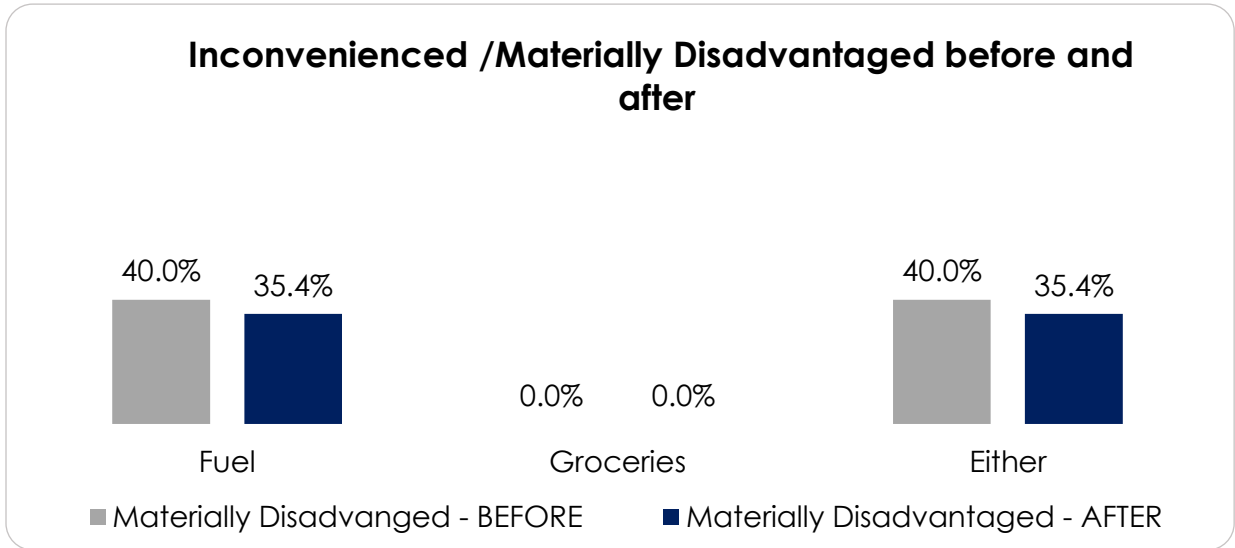


Figure 14: Fuel Base: 65

Groceries Base 2

Either Base 65

This shows that 35.4% 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 40.0% 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

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

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* (5th April 2011) whether a recognisable number of persons in the **locality**¹ see and treat the said premises as the **principal source**² from which they, in **ordinary course**³, purchase **groceries**⁴ or fuel and who would properly consider themselves **materially disadvantaged** or **inconvenienced**⁵ were these retail facilities to no longer be provided from said premises.

Should the research prove that a substantial % of a **representative sample**⁶ 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.

¹ **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.

²⁻³ **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.

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

⁵ **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.

⁶ **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 378	± 3.02	± 4.62	± 5.04
Local Base 87	± 6.30	± 9.63	± 10.51
Pop of interest Base 65	± 7.29	± 11.14	± 12.16
Inconvenienced Base 26	± 11.53	± 17.61	± 19.22

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

Alness 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
Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative fuel source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?	<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
Groceries	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative grocery source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way?	<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
Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>

If yes: Why is this? (probe fully) _____

Groceries

If yes: Why is this? (probe fully)

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

Appendix 3 – Open Ended Responses

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?

"Dingwall 8 miles and Train 12 miles for cheap petrol"

"Like how cheap petrol is here compared to independent garages"

"Closest petrol station with decent price miles away"

"Close to home and would need to travel in wrong direction for work to get fuel elsewhere"

"Nearest is a few miles away and dearer"

"Closest and Kullen need to stop"

"Would need to make a round trip of 5 to 6 miles out of my way to get petrol elsewhere"

"4 miles to nearest plus opening times better here"

"2 miles away to nearest"

"Would need to travel out with area to fill up and not convenient or economical to do that."

"20mikes"

"Travel 10 miles"

"5 miles for petrol"

"Inverness Morrisons 26 miles"

"15 miles to Tesco"

"Closest station is much more expensive and doesn't have same number of operating hours"

"Buy here frequently like getting points and it's cheaper than others in area"

"Pay and travel further for petrol"

"Dearer elsewhere"

"Dearer elsewhere"

"Have 5 vehicles in family, we all use this petrol station, cheap and good quality petrol + get points"

"Have to fill up in Inverness before/after work so inconvenience"

"Fill up my car and grandparent's car with petrol every week, higher price in other places"

"Favourite place to fill up super friendly staff, always smiling and helpful and chatty and prices low"

"Need to travel for petrol"

"Need to go into another town for petrol doesn't make sense to travel to get 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?

"Need cheap petrol"

"Rely on cheap source of fuel that's why I like Morrisons and Tesco, they stay competitive."

"Close to home and work so would need to travel out with the area and pay more as well"

"Would need to travel out with area and pay more"

"Dearer elsewhere"

"Price"

"Convenient site and competitive price for fuel but don't know why cigarettes are more expensive in petrol station than main supermarket on site so hope new owners don't just raise prices"

"Too far to other stations"

"Move elsewhere"

"Prefer to fill up close to where I live"

"Travel"

"Travel"

"Travel for fuel"

"Too far away"

"Depends on price"

"Won't pay higher prices that this group will charge plus don't believe in supporting local monopoly."

"I'll not pay the higher price fir fuel which this group will charge"

"Dearer petrol and won't be paying high prices"

"Dearer elsewhere"

"Keep price low and all OK"

"Purchase petrol and sandwiches/drink with excellent value meal deal here, Esso much more expensive for petrol & food"

"As a Health & Safety Inspector I'm not impressed by Esso site staff left alone to deal with customers, fill stock etc. on many sites - unsafe"

"Can get Esso petrol in other places but don't as its too expensive and don't like Greggs, prefer independent bakers locally"

"Leaves only the services in the area and their staff are unfriendly and prices high"

"I've already seen price rises whenever BP or Esso take over from Independent garages or Jet garages so expect same happen here and no-one will stop them so I'll go to cheapest elsewhere"

"Esso will be dearer and I'll go to a Jet garage or independent one instead"

Appendix 4 – Postcodes of Population of Interest

IV17 0SN
IV17 0SX
IV17 0SN
IV17 0PX
IV17 0QA
IV17 0SY
IV17 0SP
IV17 0TR
IV17 0YJ
IV17 0WP
IV17 0PZ
IV17 0TE
IV17 0SJ
IV17 0TZ
IV17 0PX
IV17 0SY
IV17 0TT
IV17 0WR
IV17 0AL
IV17 0WP
IV17 0QL
IV17 0TS
IV17 0YJ
IV17 0PQ
IV17 0WH
IV17 0QJ
IV17 0UG
IV17 0XB
IV17 0SP
IV17 0SJ
IV17 0SU
IV17 0AL
IV17 0WP

IV17 0ST
IV17 0WP
IV17 0WP
IV17 0YT
IV17 0YJ
IV17 0ZD
IV17 0YU
IV17 0SX
IV17 0SR
IV17 0SG
IV17 0SY
IV17 0QA
IV17 0QL
IV17 0SJ
IV17 0TW
IV17 0QL
IV17 0AL
IV17 0UL
IV17 0WP
IV17 0AG
IV17 0NA
IV17 0YP
IV17 0QA
IV17 0WP
IV17 0QP
IV17 0TW
IV17 0AB
IV17 0QW
IV17 0SN
IV17 0SJ
IV17 0WF
IV17 0PR