

## The Highland Licensing Board

Meeting – 6 August 2024

Agenda Item	6.4
Report No	HLB/80/24

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

Inverness Service Station, Millburn Road, Inverness, IV2 3PX

### Report by the Clerk to the Licensing Board

#### Summary

This report relates to an application for the provisional grant of a premises licence in respect of Inverness Service Station, Millburn Road, Inverness, IV2 3PX.

#### 1.0 Description of premises

1.1 The Inverness Service Station, Millburn Road is situated on the outskirts of Inverness and consists of a general convenience store and petrol/derv filling station forecourt.

#### 2.0 Operating hours

2.1 The applicant seeks the following hours:

##### Off sales:

Monday to Sunday: 1000 hours to 2200 hours

#### 3.0 Background

3.1 On 6 March 2024 the Licensing Board received an application for the provisional 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 18 March until 8 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 & Rescue Service and the Council's Community Services (Environmental Health) and Planning and Building Standards were consulted on the application.

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.
- 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:

[Highland Licensing Board - Hearings](#)

#### **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.

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.
- 4.2 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.

4.3 “Excluded premises” for the purposes of ground of refusal 1 above, include premises used as a “garage”. “Garage” is defined in section 123 of the Act as a premises used for one or more of the following:

- (a) the sale by retail of petrol or derv,
- (b) the sale of motor vehicles, or
- (c) 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 to be treated as 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 principle source of petrol or derv or groceries (where the premises are, or are to be, used also for the sale of groceries).

Before the Board may grant this application, the Board must accordingly first satisfy itself that the premises in question are premises on which persons in the locality are, or are likely to become reliant to a significant extent as the principle source of petrol, derv or groceries in that locality

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 provided the following comments:

(i) The premises are located at Millburn Road, Inverness, IV2 3PX.

(ii) The premises are a general convenience store adjacent to petrol/filling station forecourt. The site has car parking separate from the fuel pumps. The premises do not form part of the nearby retail supermarket premises.

(iii) The premises are the former “convenience store” which formed part of the Morrisons Supermarket chain filling station in Inverness.

(iv) The Licensing Standards Officer takes the view that this application should be determined by the Board, taking guidance from the Clerk to the Board due to the content in the legislation regarding section 123(5) of the Licensing (Scotland) Act 2005 (paragraph 4.3 above refers).

(v) The below statement is from the applicant in support of their application making reference to section 123(5):

“The applicant considers that persons within the locality of the premises are reliant on the premises to a significant extent as a principal source of petrol, derv or groceries and thereby, satisfy the criteria of section 123(5) of the Licensing (Scotland) Act and as such, are not excluded premises.”

(vi) 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**).

(vii) During the public consultation period of the application no objections or representations were received by the Board.

## **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**

No local conditions are considered necessary.

### **7.3 Special conditions**

No special conditions are considered necessary.

## **Recommendation**

The Board is invited to determine the above 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/INBS/700

Date: 24 July 2024

Author: Marjory Bain

Appendix 1: Customer profiling research report



Inverness Filling Station  
Millburn Road, Inverness, IV2 3PX  
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 Sunday 2<sup>nd</sup> June and Friday 7<sup>th</sup> June at Inverness Filling Station, Millburn Road, Inverness, IV2 3PX. 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?

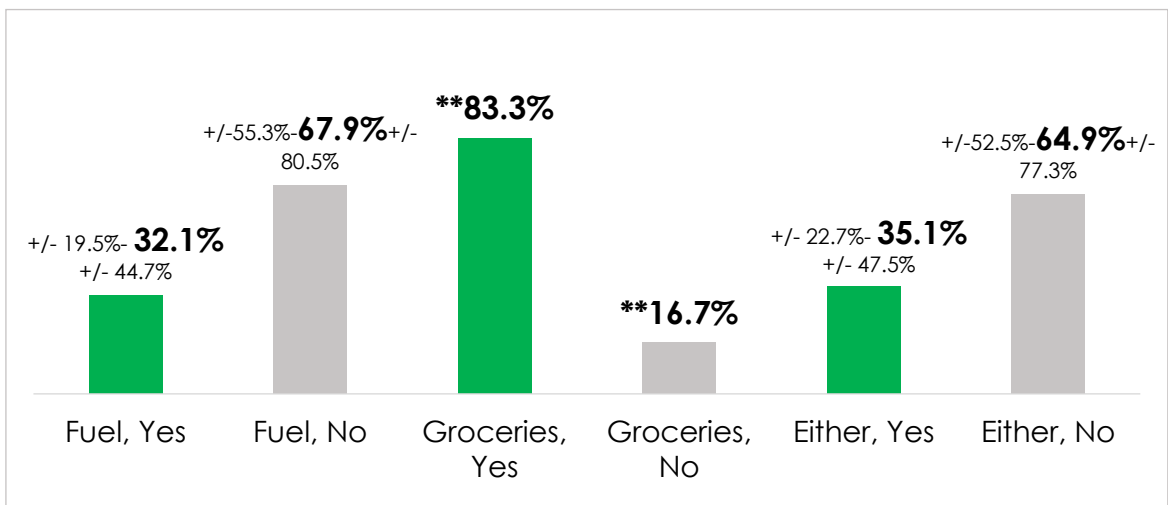


Figure 1: Fuel base = 53

Groceries base = 6

Either base = 57

## Conclusion

The results show that a statistically significant\* proportion of persons (35.1% (+/- 12.39%) in the locality) see and treat this service station at Millburn Road, Inverness, 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 Sunday 2<sup>nd</sup> June and Friday 7<sup>th</sup> June at Inverness Filling Station, Millburn Road, Inverness, IV2 3PX with 401 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 401 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 – 57]. This figure represents 14.2% of the entire customer population.**

## **Population of Interest**

This sub-group of 57 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

Inverness Millburn Road Filling Station

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

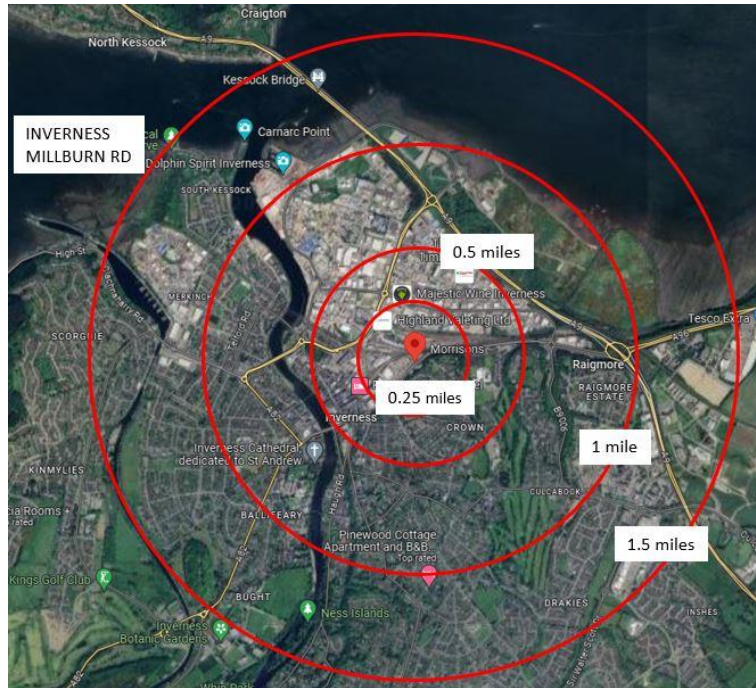
Within 2 mile = continue

2 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

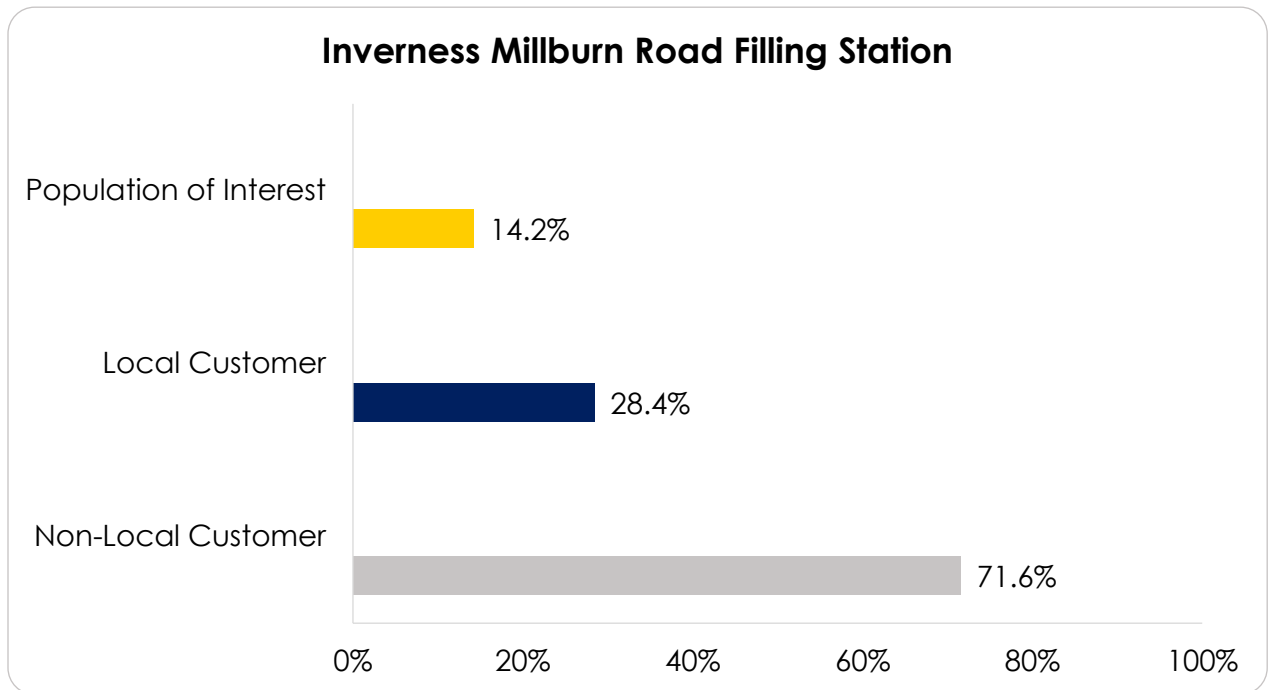
# Research Findings – Locality

Inverness Millburn Road Filling Station

## Locality to Premises

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

If codes 1-5 were selected (under 2 miles) then respondent was categorised as **living within the locality**.



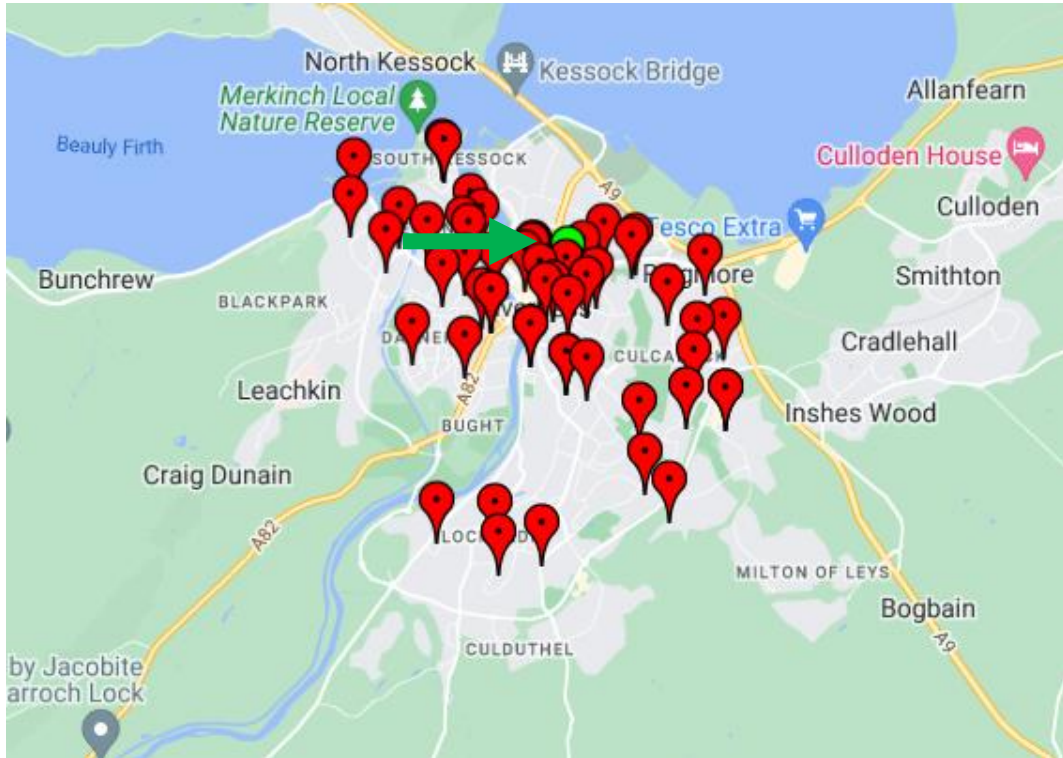
**Figure 2: base = 401**

# Research Findings—Geo-mapping

Inverness Millburn Road 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 57 participants who fell into **the population of interest**, 57 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 – 0.84 miles

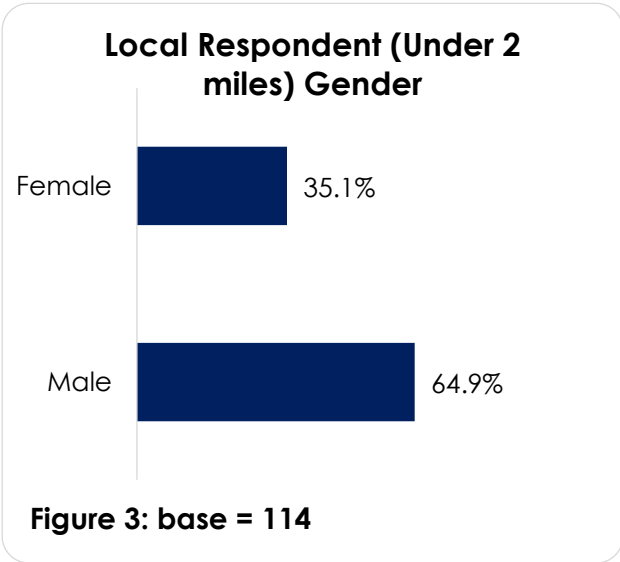


Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.84 miles from the service station (green icon) on average.

# Research Findings – Demographics

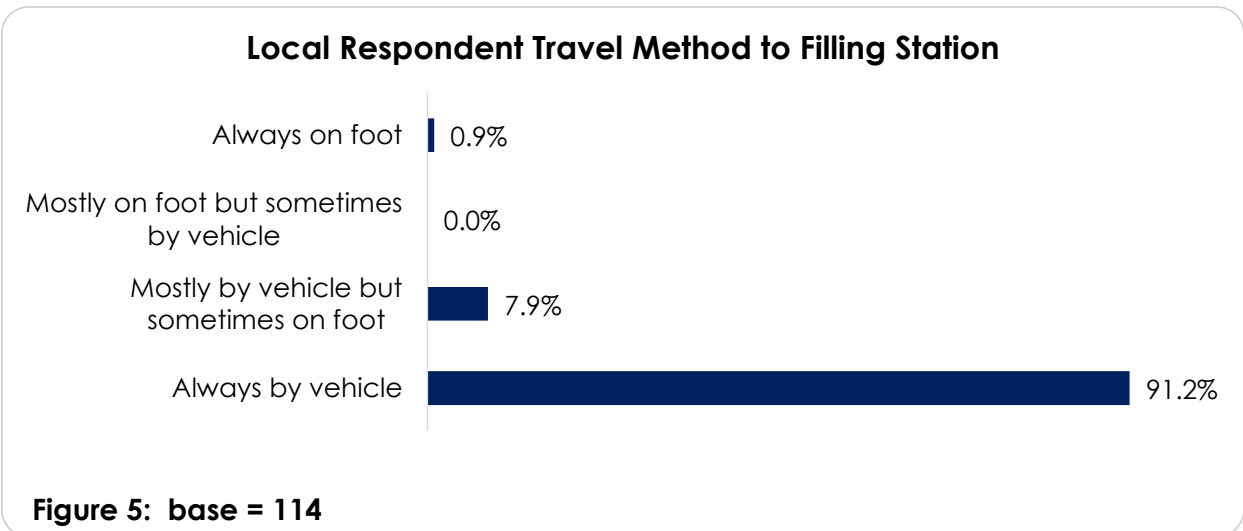
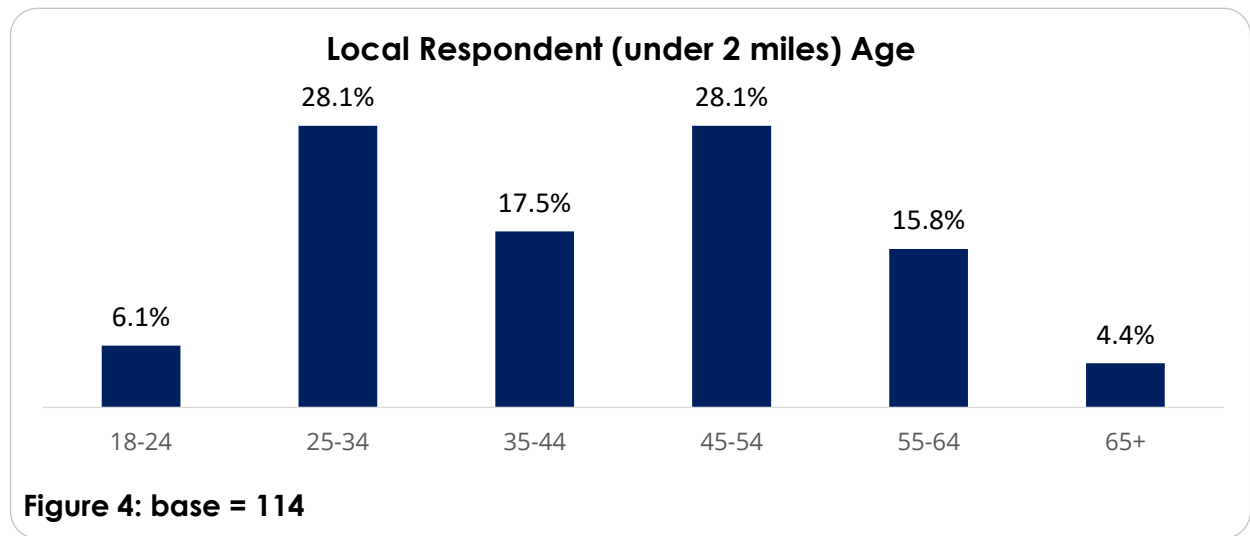
Inverness Millburn Road Filling Station



### Average visits per week (local users)

<b>Grocery Shopping</b> Base - 105	<b>1.59 visits per week</b>
<b>Fuel Purchase</b> Base - 113	<b>1.23 visits per week</b>
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 111	<b>1.36 visits per week</b>

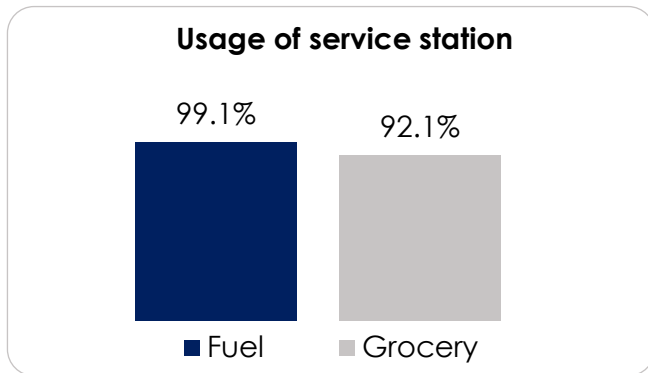
**Table 1: Base Varied**



# Research Findings – Premises Usage

Inverness Millburn Road Filling Station

## How Inverness Millburn Road Filling Station is being used



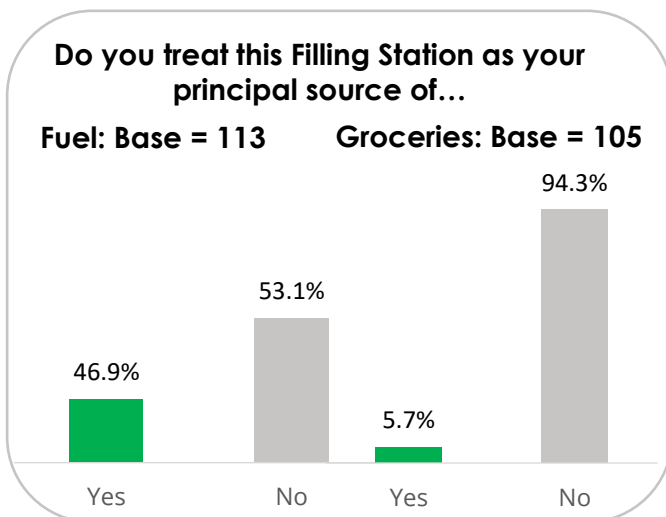
**105 participants (92.1%)**

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

**113 participants (99.1%)**

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

Figure 6: base = 114



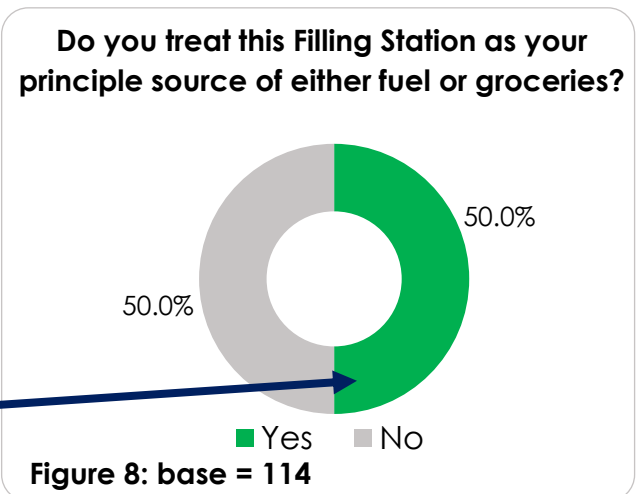
Participants, who live within the locality (within 2 mile) of the service station [114], were asked how they currently use the Service Station – **Figure 6**.

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

57(50%) 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**  
**57 participants**

Figure 8: base = 114

# Research Findings – Inconvenienced

Inverness Millburn Road Filling Station

Once the population of interest had been defined (Base 57), 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?

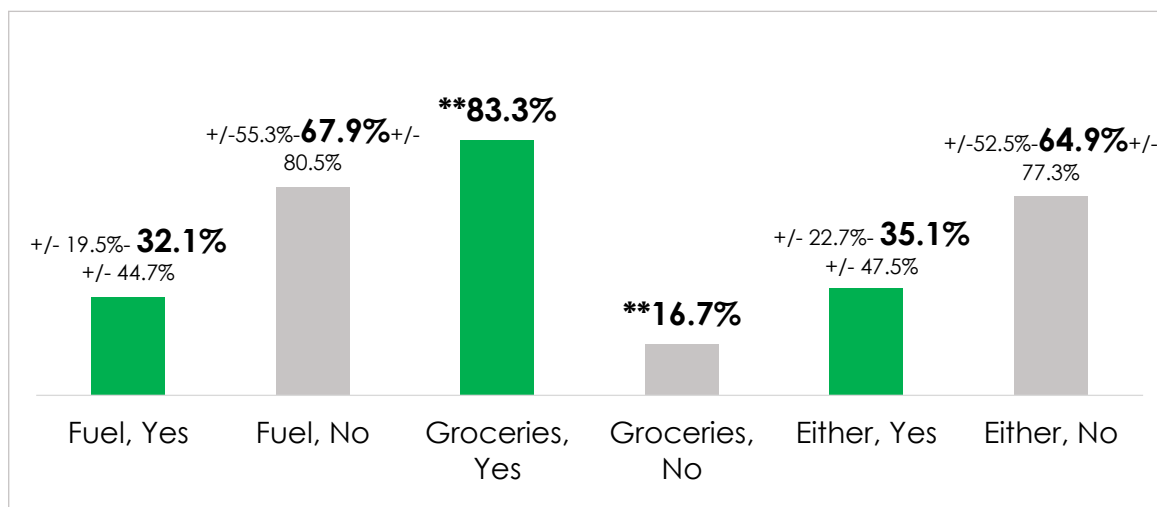


Figure 9: Fuel base = 53

Groceries base = 6

Either base = 57

The results show that a statistically significant proportion of persons in the locality (35.1%) 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, 53 participants from the locality stated that they used the station as their principal source of fuel, of these participants 32.1% (17) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

**Groceries:** Overall, 6 participants from the locality stated that they used the station as their principal source of groceries, of these participants 83.3% (5) 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

Inverness Millburn Road 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 17**

**Yes – 88.2% (15)**

**No – 11.8% (2)**

Those who answered 'Yes' to having an alternative fuel source – 88.2% (15) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 15**

**Yes – 0% (0)**

**No – 100% (15)**

Results show that the alternative fuel sources available to 88.2% of participants would cause 100% of this group to be inconvenienced.

**100% (17) of those materially disadvantaged (base 17) confirmed this was still the case after considering alternatives.**

**GROCERIES:** In order to qualify the result all participants who coded yes to being materially disadvantaged if the service station could no longer provide groceries were asked **'Would you have an alternative grocery source you could use?' Base 5**

**Yes – 60.0% (3)**

**No – 40.0% (2)**

Those who answered 'Yes' to having an alternative grocery source – 60.0% (3) were then asked: **Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 3**

**Yes – 33.3% (1)**

**No – 66.7% (2)**

Results show that the alternative grocery sources available to 60.0% of participants would cause 66.7% of this group to be inconvenienced.

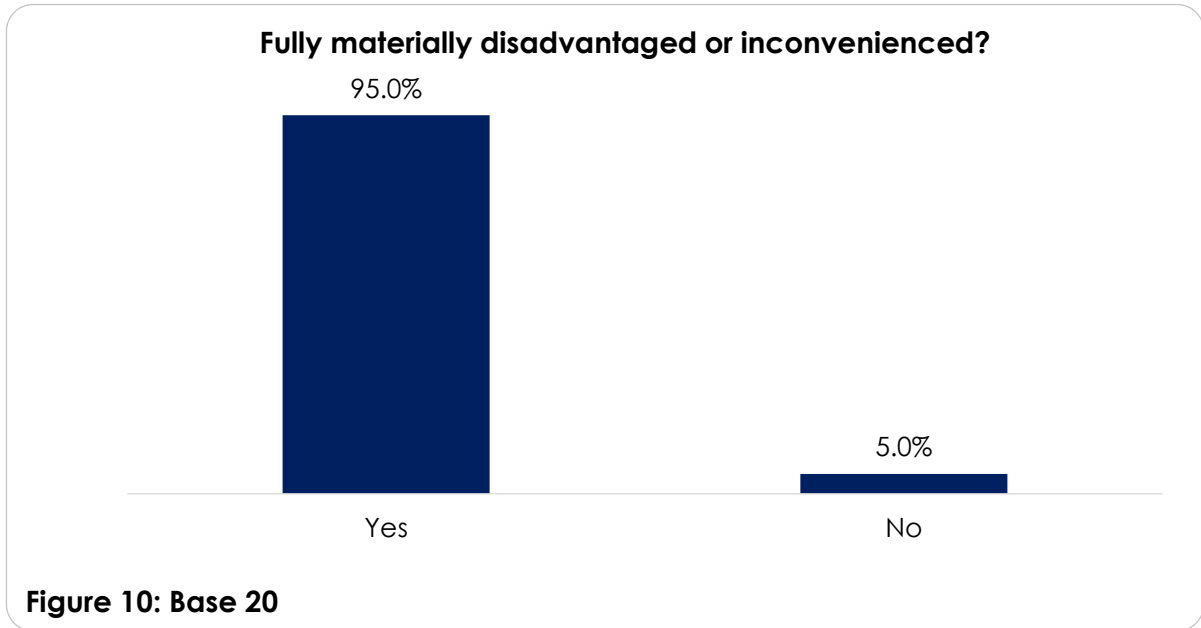
**80.0% (4) of those materially disadvantaged (base 5) confirmed this was still the case after considering alternatives.**



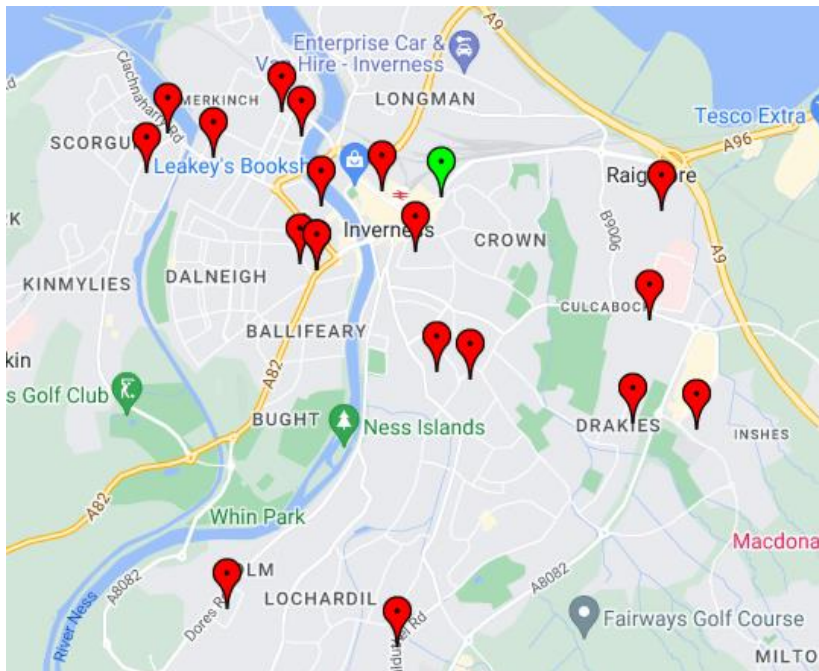
# Research Findings – Fully Inconvenienced

Inverness Millburn Road 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 (19) who coded 'yes' live; on average 0.93 miles from the station, in some cases the same postcode has been given and will be represented by only 1 icon.

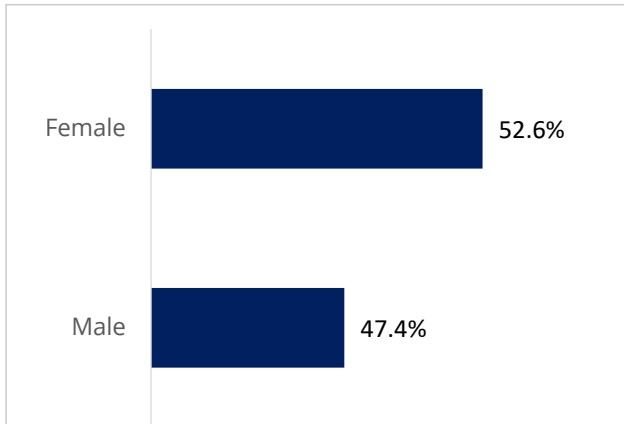


# Research Findings – Fully Inconvenienced

Inverness Millburn Road Filling Station

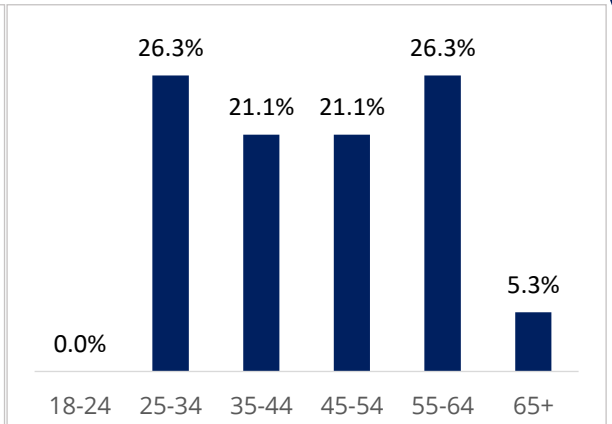
The graphs below highlight the demographic of those who are materially disadvantaged or inconvenienced after having considered local alternatives.

**Gender**



**Figure 11: base = 19**

**Age**



**Figure 12: base = 19**

**Average visits per week**

<b>Grocery Shopping</b> Base - 18	<b>2.46 visits per week</b>
<b>Fuel Purchase</b> Base - 19	<b>1.34 visits per week</b>
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 19	<b>1.63 visits per week</b>

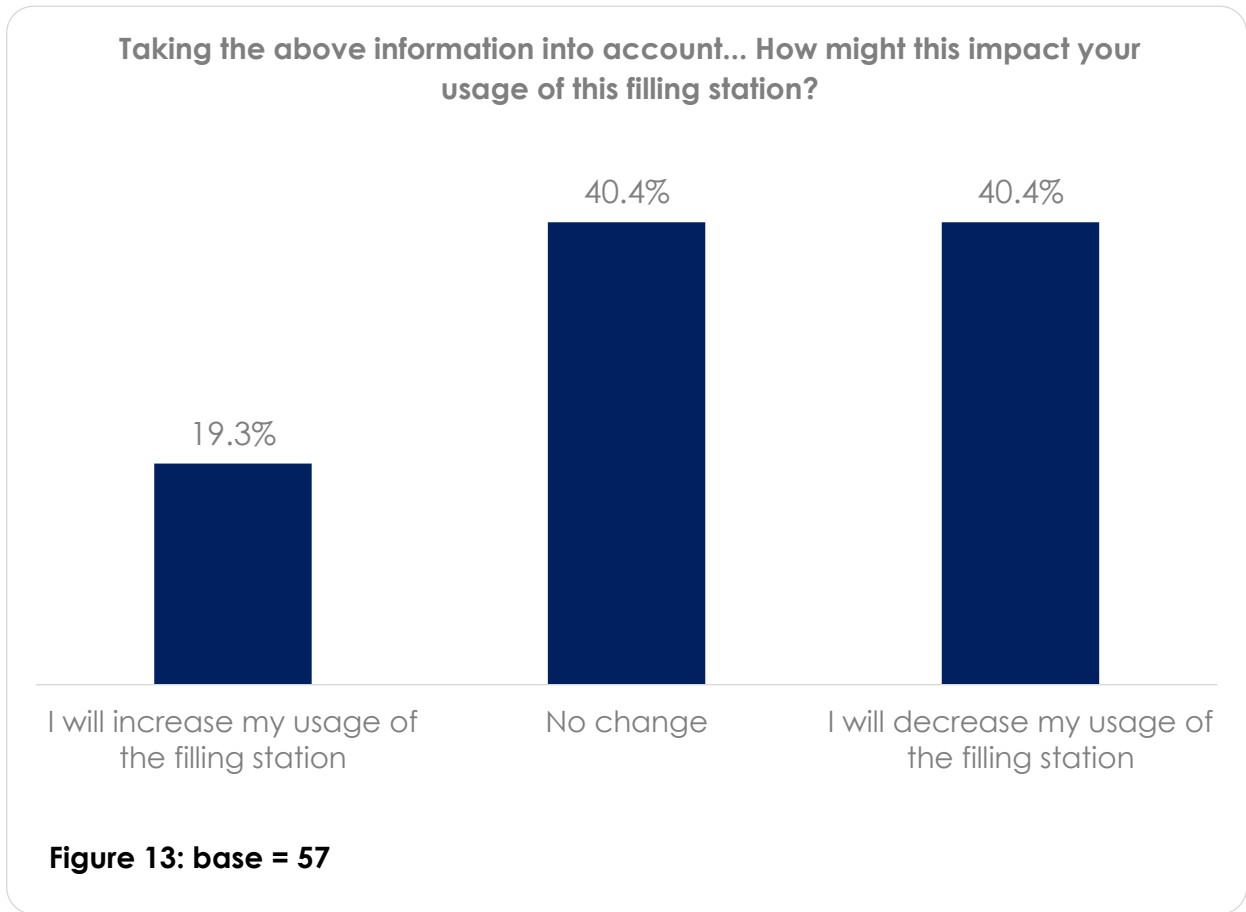
**Table 2: Base Varied**

# Research Findings – Motor Fuel Group

Inverness Millburn Road Filling Station

Those in the population of interest (base: 57) 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. 59.7% of those surveyed would either have no change to their usage or increase their usage following the change in ownership. 40.4% of respondents stated that they would reduce their usage of the filling station.

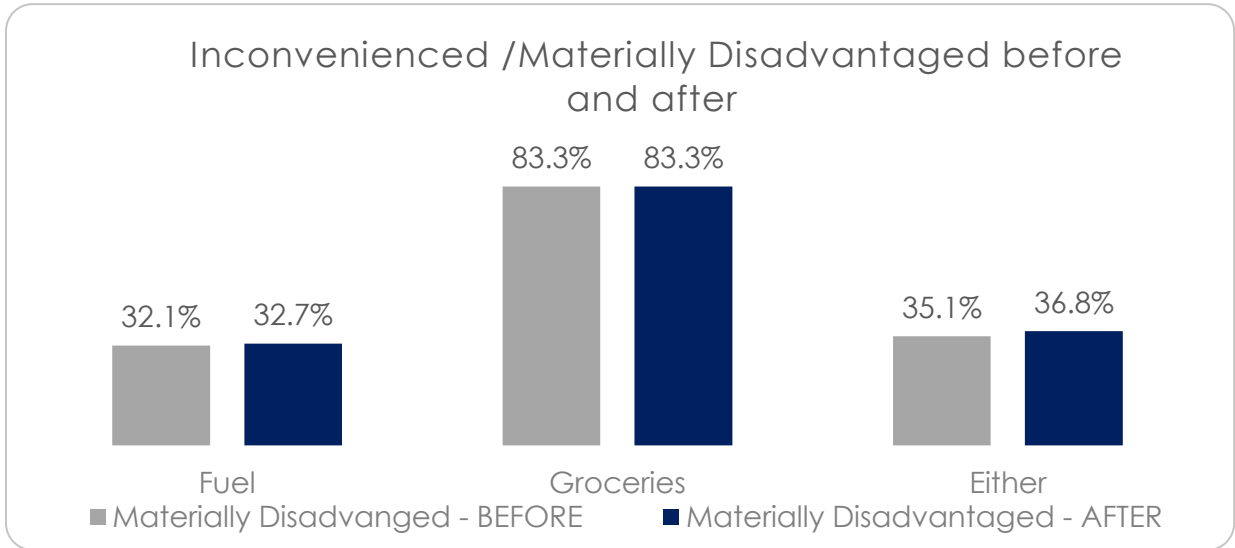


# Research Findings – Motor Fuel Group

Inverness Millburn Road Filling Station

Those in the population of interest (Base 57), 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: 52**

**Groceries Base 6**

**Either Base 57**

This shows that 36.8% 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 35.1% 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 401	± 2.94	± 4.49	± 4.89
Local Base 114	± 5.51	± 8.41	± 9.18
Pop of interest Base 57	± 7.79	± 11.90	± 12.98
Inconvenienced Base 20	± 13.15	± 20.08	± 21.91

# 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

Inverness 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) \_\_\_\_\_

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**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) \_\_\_\_\_

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**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?**

"Will not be able to use Morrisons fuel card"

"Close to home, price is cheaper than elsewhere and opening times suit"

"Cheaper than others and close to home"

"Run taxi business and main customer base is rail station"

"Like the points system for petrol and Morrisons petrol cheaper than others"

"Saving a lot of money by using loyalty card here plus price lower than elsewhere"

"Buy groceries and petrol here and get points plus like staff"

"Had bad experience with Esso diesel from Inverness garage, put grit into fuel pipes and tank, garage charged £2,000+ to clear up the damage. Blamed refinery for quality of fuel, didn't care"

"Like getting points and convenient to fill up while waiting on daughter arriving by train 4 times weekly"

"Like getting meal deal and coffee here and staff are wonderful, so cheery"

"Buy petrol and meal deal for lunch here several times a week, easy to access, good prices and friendly staff"

"Have card like using it"

"Like the prices and points plus convenient"

"Get more points here and like them, plus convenient for home and work staff very efficient and serve queues fast"

"Right beside my office so convenient to fill up here and buy lunch items, low prices and speedy service"

"Like convenience of location and quick turnaround after work, staff very efficient and nice"

"Use More card for points with both car and works van"

### **Q10b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Groceries? If yes: Why is this?**

"M and S instead"

"Buy fantastic value meal deal and Costa coffee combination here for work daily, not petrol as price now too high"

"Love the sandwich deal and can get Costa coffee and points for both cards, win win! Also buy bread, milk etc. for office"

"Convenient to leave dog in car while shopping can't do this elsewhere"

"Use more card get points and also lower prices than M&S"

**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?**

"Like using Morrisons fuel card and low prices BP always dearer"

"Will be paying more for petrol and can't use my Morrisons card, so will go to Tesco instead"

"Will need to pay higher price for fuel at BP so will shop around and go elsewhere"

"BP petrol will be dearer so will increase my costs, so will buy elsewhere"

"Esso and BP stations are always dearer than Morrisons"

"Convenient site for work and home to fill up, speedy service, low price, points on card"

"Would not use BP or other points system so would shop at Tesco and buy petrol there for cheap price and points"

"Like quality of Morrisons fuel will not buy if Esso on this site"

"Don't like Esso station, too many bad experiences with dismissive staff, avoid going there locally"

"Can get Esso fuel in many other places with grumpy staff. Come here for cheap petrol, chatty staff and meal deals"

"Can't get meal deal here so will just buy it in main store instead and get cheaper petrol elsewhere"

"Use card for Morrisons"

"Will go elsewhere"

"Won't use this site when Esso takes over will go to M&S for sandwich and petrol"

"Would go elsewhere for petrol and lunch but would not be convenient"

"Won't be going into an Esso Garage, depressing experience with disinterested staff and high prices"

"Want to keep building points up 80"

**Q13b – Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with Groceries? If yes: Why is this?**

"Prefer Morrisons"

"Will not pay inflated prices for poorer quality meal deal selection choices at Esso"

"Really handy to pull in and buy meal deal for lunch + basic food supplies for office without using big store"

"Need to look after dogs while shopping here"

"Major inconvenience trying to find another place with same level service, staff and low prices"

# Appendix 4 – Postcodes of Population of Interest

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IV2 3JY	IV2 3ED
IV2 3DR	IV1 1LL
IV2 4EB	IV2 3NJ
IV2 3HA	IV1 1HT
IV2 4BU	IV3 5QP
IV2 3HA	IV3 8RB
IV2 4SP	IV1 1DJ
IV2 3UZ	IV2 3PJ
IV3 8BB	IV2 3AL
IV23DA	IV2 4SP
IV2 3QW	IV1 1PN
IV3 5DT	IV2 3NZ
IV3 8HB	IV3 5AP
IV2 4QH	IV2 3RW
IV2 5HE	IV2 3UU
IV2 5HE	IV3 8PT
IV3 5QJ	IV2 4FN
IV3 8HP	IV2 6UF
IV3 8HJ	IV2 3SR
IV2 4FD	IV3 5HT
IV3 8BW	IV3 5DX
IV3 8QP	IV2 3UZ
IV2 3SA	IV2 4FN
IV3 5ET	IV2 4RL
IV2 3NF	IV3 5LE
IV2 3AL	IV3 5DT
IV2 4DE	IV3 8HZ
IV3 8LT	IV2 3QY
IV1 1LR	