



HILLINGDON

LONDON

Ms J Granger - Director General
HM Revenue & Customs
3rd Floor West, Ralli Quays
3 Stanley Street
Salford, M60 9LA

Our Ref: 3E/04/PC/BSL/003133

22 March 2016

Dear Ms Granger,

Re: Alcohol Wholesalers Registration Scheme (AWRS)

I write on behalf of the Licensing Committee of the London Borough of Hillingdon.

Overall we are supportive of the proposal as regards the requirement for wholesalers of alcohol to be registered with HM Revenue and Customs (HMRC).

It is undisputed that the purchasing habits of consumers have the ability to influence business operations of retailers. The Licensing Committee believes the effectiveness of the AWRS will be improved if consumers are actively encouraged to purchase alcohol from retailers who have been supplied by wholesalers approved by HMRC.

It is the opinion of the Licensing Committee that one of the most effective methods of introducing a positive consumer marketing aspect to this scheme would be to introduce a "Responsible Retailer Scheme" for alcohol sales.

/continued...

Councillor Dominic Gilham
West Drayton Ward

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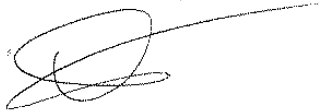
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🐦 @DGilham

We therefore urge HMRC to consider the introduction of a Responsible Retailer Scheme with appropriate marketing, branding, signage etc... to support the AWRS.

The Licensing Committee welcomes the opportunity for the London Borough of Hillingdon to work with HMRC in introducing the AWRS and awaits your response to our suggestion.

Yours faithfully,

A handwritten signature in black ink, consisting of a large, stylized initial 'D' followed by a horizontal line extending to the right.

Councillor Dominic Gilham
Chairman of the Licensing Committee