

Trading Standards Service

County House, 100 Chesterfield Road South, Mansfield, Nottinghamshire NG19 7AQ
Tel: (01623) 452005 email: trading_standards@nottscc.gov.uk

Owner of Business: Deepak Sharma Trading Name: Beoston essentials
Address: 24 High Road, Beoston, NG9 2JP Contact Tel. No: [REDACTED]

VISIT REPORT

The following areas have been inspected:

In spectrum of Shop floor & rear store room under tobacco related
Product regulations 2015.

The undermentioned matters are brought to your attention and require corrective action* where indicated:

A number of illegal vapes and tobacco seized - RP-1 & RP-2

***PLEASE TELEPHONE THE OFFICE SHOWN ABOVE TO ADVISE US THAT THE NECESSARY CORRECTIVE ACTION HAS BEEN TAKEN.**

Business Information Sheets provided:

In offering this advice we wish to make it clear that:

Legislation may change over time and the advice given is based on the information available at the time the guidance was produced. It is not necessarily comprehensive and is subject to revision in the light of further information. Only the courts can interpret statutory legislation with any authority. This advice is not intended to be a definitive guide to, nor substitute for, the relevant law. Independent legal advice should be sought where appropriate.

Name of Officer: Annie Kinsley

Signature: [REDACTED]

Date: 16/06/25 Time: _____

Report received by: DEEPAK SHARMA

Signature: [REDACTED]

Position: MANAGER

This matter is being dealt with by:
Trading Standards
Reference: 395325
T 0115 8041147
E trading.standards@nottscc.gov.uk
W nottinghamshire.gov.uk

Private and Confidential
To be opened by addressee only

S Sharma – Director
DSA PVT Ltd T/A Beeston Essentials
24 High Road
Beeston
Nottingham
NG9 2JP

25 June 2025

Dear Ms Sharma

**Re: Standardised Packaging of Tobacco Regulations 2015 (SPOTS)
General Product Safety Regulations 2005 (GPSR)
Trademarks Act 1994 (TMA)
Tobacco Products Duty Act 1979
Environmental Protection (Single-use Vapes) (England) Regulations 2024
Tobacco and Related Products Regulations 2016
Advice for retailers of e-cigarettes and nicotine-containing e-liquids**

On the afternoon of 16th June 2025, Nottinghamshire County Council Trading Standards carried out an inspection at your premises – Beeston Essentials, 24 High Road, Beeston, NG9 2JP, as we received complaints that your shop premises is alleged to be selling single-use / disposable vapes. During the visit, a number of non-compliant vapes, cigarettes and hand rolling tobacco was seized. All these products were in breach of the above legislation in that –

- The cigarettes failed the general safety requirement of GPSR, as some were found not to have the required safety features in the cigarette paper that causes the cigarette to self-extinguish.
- The cigarettes did not comply with the Standardised Packaging of Tobacco Regulations 2015, which requires all tobacco to be sold in plain 'olive coloured' packs and have specified health warnings in English.
- Some of the cigarettes were counterfeit – that is they were fakes/copies of a real brand but not produced with their permission. This is an offence under the Trademarks Act 1994
- The hand-rolling tobacco did not contain the UK duty-paid fiscal mark which is in breach of the Tobacco Products Duty Act 1979.
- Some of the vapes were for single-use / disposable which is a breach of the Environmental Protection (Single-Use Vapes) (England) Regulations 2024
- Some of the vapes were above the legal capacity and did not have the correct labelling for the UK market

Please be advised that the products seized will be destroyed by Nottinghamshire County Council Trading Standards.

You should be aware that having these products in your possession/control for supply is a criminal offence contrary to the above legislation. Conviction in the Magistrates Court could result in a fine and or prison sentence of up to 3 months, and in the Crown Court up to 2 years in prison.

This letter serves as an **official warning** regarding the sale of non-compliant vapes and tobacco products, any further breaches of the legislation may result in further enforcement action by Nottinghamshire County Council Trading Standards Service.

OFFICIAL SENSITIVE WHEN COMPLETE

Our enforcement policy is available to view at www.nottinghamshire.gov.uk/media/dekeevsd/enforcementpolicy.pdf

The Council is committed to protecting your privacy and ensuring all personal information is kept confidential and safe.

For more details see our general and service specific privacy notices at: <https://www.nottinghamshire.gov.uk/global-content/privacy>

Nottinghamshire County Council, County House, 100 Chesterfield Road South, Mansfield, NG19 7AQ

As stated above, we do not intend to take any further action at this time, as such, are issuing this warning letter and some advice.

Advice Relating to Compliance of Vape Products

MHRA (Medicines & Healthcare products Regulatory Agency) has issued the following advice to help retailers check e-cigarette and e-liquid products for compliance with the Tobacco and Related Products Regulations 2016.

Product Requirements

These apply to e-cigarettes (including rebuildable devices, those sold without nicotine content and components and replacement parts) and to e-liquids (refill containers for e-cigarettes):

- Maximum tank size of an e-cigarette, 2ml (when assembled if necessary)
- Maximum strength of nicotine-containing liquid if present, 20mg/ml nicotine
- Maximum volume of a nicotine-containing refill container, 10ml
- Tamper-evident and child-resistant packaging

Labelling Requirements

On pack as sold (must be on bottle or device if no outer packaging):

- List of ingredients in nicotine-containing liquid if present
- Indication of nicotine content and delivery per dose
- Batch number
- Recommendation to keep the product out of the reach of children
- Prominent health warning in black text on a white background on front and back - "This product contains nicotine which is a highly addictive substance"
- Prohibited on packs – offers and discounts, product safety / health claims

Unless all these details are included on the pack, an accompanying leaflet must include:

- Instructions for use and storage, including instructions for refilling where appropriate
- Contra-indications, warnings for specific risk groups and possible adverse effects, addictiveness, and toxicity
- Contact details of the producer; also, a contact within the UK if the producer is based outside the UK (this may be an EU contact for products supplied in Northern Ireland)

Exceptions Where These are not Required

- Identical replacement parts where you and the consumer can clearly identify from the labelling the notified e-cigarette product for which the part is a replacement
- Parts such as battery units that do not come into contact with nicotine-containing liquid when in use
- A disposable e-cigarette or e-liquid product containing 0mg nicotine when sold

Notification Requirements

Always check with your supplier that the products you are offered have been notified to MHRA.

You can verify this by checking the MHRA published lists of notified products, on www.gov.uk/guidance/e-cigarettes-regulations-for-consumer-products#notified-products-for-great-britain-and-northern-ireland which is updated weekly. If a product has not been notified the manufacturer or importer may not supply it to you.

Product Safety Issues

Side effects and safety concerns with e-cigarettes or e-liquids (refill containers) can be reported to MHRA through the Yellow Card reporting system - <https://yellowcard.mhra.gov.uk/>

Products suspected to be defective or non-compliant report to local Trading Standards or to TPDsafety@mhra.gov.uk. Do feel free to pass this message on to consumers on your website and in your shop.

More detailed information is available on the MHRA web page together with links to advice on other areas such as advertising and cross-border selling which are not the responsibility of MHRA. Additional advice may be available from your local Trading Standards team or by contacting MHRA at info@mhra.gov.uk.

I would recommend to visit the link for detailed guidance on labelling and standardised packaging requirements for tobacco products: <https://www.businesscompanion.info/en/quick-guides/miscellaneous/tobacco-vapes-etc-packaging-labelling-advertising-and-tracking#Tobaccoproductsfor Smoking>

It is important to read and understand the guidance to ensure you and all your staff are fully complying with all the relevant requirements, if you fail to comply then you could be committing a criminal offence.

If you require more advice, please see www.businesscompanion.info which has a range of advice for traders alternatively, for specific advice you can contact the Trading Standards Commercial Team for chargeable advice on 0115 804 2912 or tscommercial@nottscc.gov.uk.

Yours sincerely



Rebecca Percy
Nottinghamshire County Council

In offering advice, the County Council wishes to make it clear that:

- i) Only the courts can interpret statutory legislation with any authority and:*
- ii) The advice given is the best available, based on evidence to hand at the time, and is subject to revision or amendment in the light of further evidence and:*
- iii) the advice is not intended to be a definitive guide to, or substitute for, the relevant law. Independent legal advice should be sought where appropriate.*

WITNESS STATEMENT**Criminal Procedure Rules, r 16.2; Criminal Justice Act 1967, s. 9**

Statement of: Annie Kinsley

Age: Over 18

Occupation: Trading Standards Officer

This statement (consisting of 1 page each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false, or do not believe to be true.

Signature: (witness)

Date: 13/04/2026

I am the above Trading Standards Officer based with Nottinghamshire County Council.

On Monday 13th April 2026, I conducted a test purchase at Beeston Essentials 24 High Road, Beeston, Nottinghamshire, NG92JP.

At 10:20 I entered the premise and asked the male behind the counter for a packet of Richmond he then produced a packet of cigarettes that were £15 so I asked him for something cheaper. He then asked if L&B were ok to which I said yes. He went into the back room and returned with a packet of L&B Original. I gave him £10 and left the store.

I would describe the male as middle aged, of medium build, short to medium height, dark hair, Asian.

At 10:34 I entered the premise accompanied by Rebecca PERCY – Trading Standards officer and Brian COSTELLO – Trading Standards investigator. I conducted a search of the rear store room. Under the sink I located 6x packets of L&B Original which I seized as AK-2. I then located 6x packets of L&B Original and 1x Packet of L&B Brilliantly British which I seized as AK-3. These were believed to be non-compliant with The Tobacco and Related Products Regulations 2016 and The Standardised Packaging of Tobacco Products Regulations 2015. Present at the time of visit was Deepak SHARMA.

At approximately 10:49, we left the premise and returned to our office at County House, Mansfield and put AK-1, AK-2, AK-3 into secure storage.

I had unintentionally written AK-3 on the AK-2 exhibit, I changed this to AK-2, having initialled the change on the bag.

Signed:



Statement taken by:

BlackBerry / CCTV Digital Image Exhibit



IMPORTANT: THIS FORM WILL BE DISCLOSED. YOU MUST NOT RECORD ANY INFORMATION THAT MAY IDENTIFY VICTIM/WITNESS ADDRESS OR IDENTITY.

| Nottinghamshire Police | | | | Continuity Evidence | |
|--|--|---|--|---------------------|--|
| Division / Dept | | Notts County Trading Standards | | Signed | |
| Person taking possession | | BRIAN COSTELLO | | Rank / Role | |
| Time | | Date | | Date | |
| 1035 hrs | | 13/04/2026 | | 13/04/2026 | |
| Place | | BEESTON ESSENTIAL, 24 HIGH ROAD BEESTON | | Print Name | |
| DO NOT USE VICTIM/WITNESS ADDRESS | | | | BRIAN COSTELLO | |
| Description of item | | | | Signed | |
| IMAGE OF WHEELIE BIN IN REAR YARD | | | | Rank / Role | |
| Identifying mark | | BAC 2 | | Date | |
| Witnessing ref no | | | | Print Name | |
| Action no | | | | Signed | |
| OTFP no | | | | Rank / Role | |
| FOR COURT USE ONLY | | | | Date | |
| Exhibit no | | | | Print Name | |
| Regina V | | | | Signed | |
| Signed | | | | Rank / Role | |
| Justice of the peace/clerk | | | | Date | |
| Date | | | | Print Name | |
| Description | | | | | |

BlackBerry / CCTV Digital Image Exhibit



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| Nottinghamshire Police | | | | Continuity Evidence | |
|--|--|--|--|---------------------|--|
| Division / Dept | | Notts County Trading Standards | | Signed | |
| Person taking possession | | BRIAN COSTELLO | | Rank / Role | |
| Time | | Date | | Date | |
| 1035 hrs | | 13/04/2026 | | 13/04/2026 | |
| Place | | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | | Print Name | |
| DO NOT USE VICTIM/WITNESS ADDRESS | | | | BRIAN COSTELLO | |
| Description of item | | | | Signed | |
| IMAGE OF BIN LINER IN WHEELIE BIN | | | | Rank / Role | |
| Identifying mark | | BAC 3 | | Date | |
| Witnessing ref no | | | | Print Name | |
| Action no | | | | Signed | |
| OTFP no | | | | Rank / Role | |
| FOR COURT USE ONLY | | | | Date | |
| Exhibit no | | | | Print Name | |
| Regina V | | | | Signed | |
| Signed | | | | Rank / Role | |
| Justice of the peace/clerk | | | | Date | |
| Date | | | | Print Name | |
| Description | | | | | |

BlackBerry / CCTV Digital Image Exhibit



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| Nottinghamshire Police | | | | Continuity Evidence | |
|--|--|--|--|---------------------|--|
| Division / Dept | | Notts County Trading Standards | | Signed | |
| Person taking possession | | BRIAN COSTELLO | | Rank / Role | |
| Time | | Date | | Date | |
| 1035 hrs | | 13/04/2026 | | 13/04/2026 | |
| Place | | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | | Print Name | |
| DO NOT USE VICTIM/WITNESS ADDRESS | | | | BRIAN COSTELLO | |
| Description of item | | | | Signed | |
| IMAGE OF LOCKED GATE IN REAR YARD | | | | Rank / Role | |
| Identifying mark | | BAC 4 | | Date | |
| Witnessing ref no | | | | Print Name | |
| Action no | | | | Signed | |
| OTFP no | | | | Rank / Role | |
| FOR COURT USE ONLY | | | | Date | |
| Exhibit no | | | | Print Name | |
| Regina V | | | | Signed | |
| Signed | | | | Rank / Role | |
| Justice of the peace/clerk | | | | Date | |
| Date | | | | Print Name | |
| Description | | | | | |

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| Nottinghamshire Police | | | | Continuity Evidence | |
|--|--|--|--|---------------------|--|
| Division / Dept | | Notts County Trading Standards | | Signed | |
| Person taking possession | | BRIAN COSTELLO | | Rank / Role | |
| Time | | Date | | Date | |
| 1035 hrs | | 13/04/2026 | | 13/04/2026 | |
| Place | | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | | Print Name | |
| DO NOT USE VICTIM/WITNESS ADDRESS | | | | BRIAN COSTELLO | |
| Description of item | | | | Signed | |
| IMAGE OF FAMILY HIGH RANGE CANNABIS SWEETS | | | | Rank / Role | |
| Identifying mark | | BAC 5 | | Date | |
| Witnessing ref no | | | | Print Name | |
| Action no | | | | Signed | |
| OTFP no | | | | Rank / Role | |
| FOR COURT USE ONLY | | | | Date | |
| Exhibit no | | | | Print Name | |
| Regina V | | | | Signed | |
| Signed | | | | Rank / Role | |
| Justice of the peace/clerk | | | | Date | |
| Date | | | | Print Name | |
| Description | | | | | |

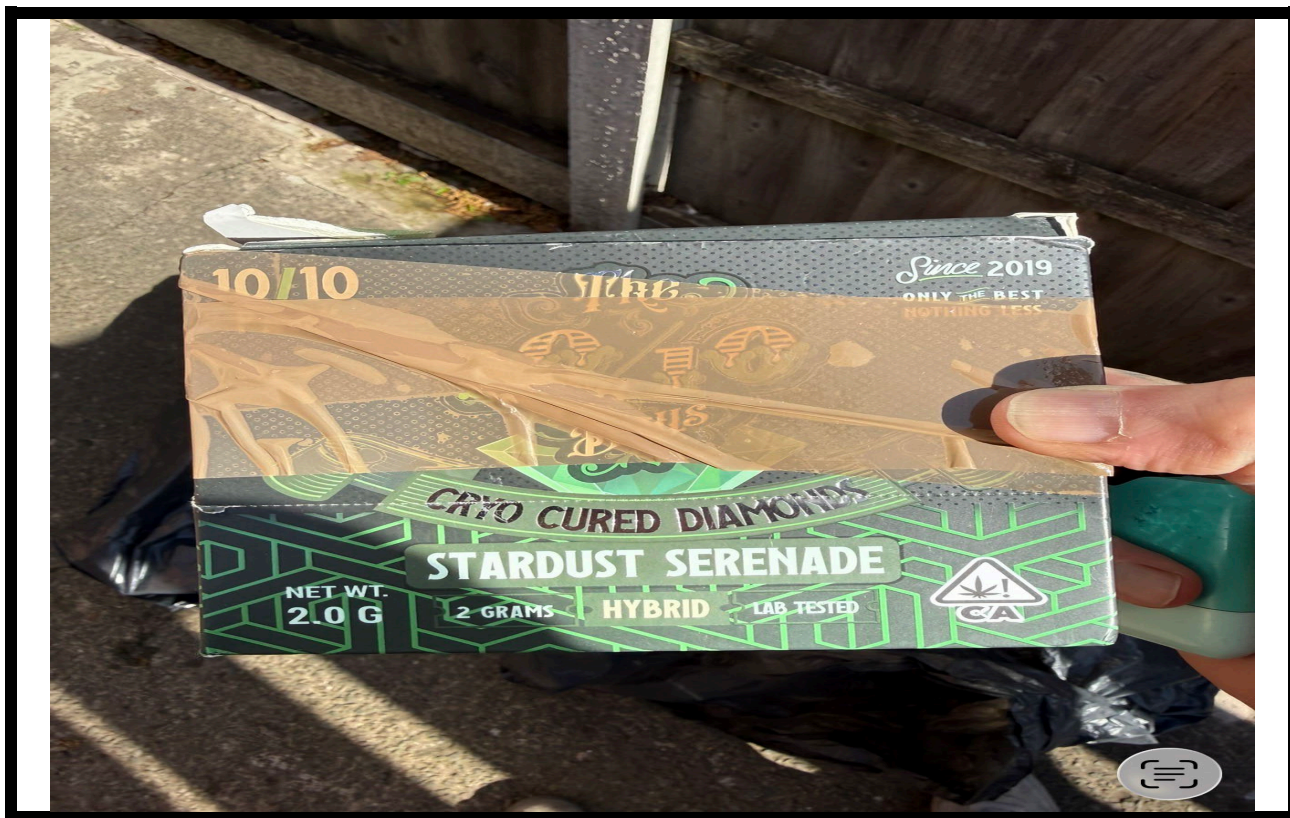
BlackBerry / CCTV Digital Image Exhibit



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| Nottinghamshire Police | | Continuity Evidence | |
|--|--|---------------------|----------------|
| Division / Dept | Notts County Trading Standards | Signed | |
| Person taking possession | BRIAN COSTELLO | Rank / Role | INVESTIGATOR |
| Time | 1035 hrs | Date | 13/04/2026 |
| Place | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | Print Name | BRIAN COSTELLO |
| Description of item | | Signed | |
| IMAGE OF FAMILY HIGH RANGE CANNABIS SWEETS | | Rank / Role | |
| Identifying mark | BAC 6 | Date | |
| Witnessing ref no | | Print Name | |
| Action no | | Signed | |
| OTFP no | | Rank / Role | |
| FOR COURT USE ONLY | | Date | |
| Exhibit no | | Print Name | |
| Regina V | | Signed | |
| Signed | | Rank / Role | |
| Justice of the peace/clerk | | Date | |
| Date | | Print Name | |
| Description | | | |

BlackBerry / CCTV Digital Image Exhibit



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| Nottinghamshire Police | | Continuity Evidence | |
|--|--|---------------------|----------------|
| Division / Dept | Notts County Trading Standards | Signed | |
| Person taking possession | BRIAN COSTELLO | Rank / Role | INVESTIGATOR |
| Time | 1035 hrs | Date | 13/04/2026 |
| Place | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | Print Name | BRIAN COSTELLO |
| Description of item IMAGE OF STARDUST SERENADE CANNABIS VAPES | BAC 7 | Signed | |
| | | Rank / Role | |
| Identifying mark | | Date | |
| Witnessing ref no | | Print Name | |
| Action no | | Signed | |
| OTFP no | | Rank / Role | |
| FOR COURT USE ONLY | | Date | |
| Exhibit no | | Print Name | |
| Regina V | | Signed | |
| Signed | | Rank / Role | |
| Justice of the peace/clerk | | Date | |
| Date | | Print Name | |
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|---|--|---------------------|----------------|
| Division / Dept | Notts County Trading Standards | Signed | |
| Person taking possession | BRIAN COSTELLO | Rank / Role | INVESTIGATOR |
| Time | 1035 hrs | Date | 13/04/2026 |
| Place | BEESTON ESSENTIAL, 24 HIGH ROAD, BEESTON | Print Name | BRIAN COSTELLO |
| Description of item IMAGE OF 10/10 BOYS CANNABIS VAPES | | Signed | |
| | | Rank / Role | |
| Identifying mark | BAC 8 | Date | |
| Witnessing ref no | | Print Name | |
| Action no | | Signed | |
| OTFP no | | Rank / Role | |
| FOR COURT USE ONLY | | Date | |
| Exhibit no | | Print Name | |
| Regina V | | Signed | |
| Signed | | Rank / Role | |
| Justice of the peace/clerk | | Date | |
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| Place | | BEESTON ESSENTIAL, 24 HIGH ROAD BEESTON | | Print Name | |
| DO NOT USE VICTIM/WITNESS ADDRESS | | | | BRIAN COSTELLO | |
| Description of item | | | | Signed | |
| IMAGE OF MILLIONS ROPE CANNABIS SWEETS | | | | Rank / Role | |
| Identifying mark | | BAC 9 | | Date | |
| Witnessing ref no | | | | Print Name | |
| Action no | | | | Signed | |
| OTFP no | | | | Rank / Role | |
| FOR COURT USE ONLY | | | | Date | |
| Exhibit no | | | | Print Name | |
| Regina V | | | | Signed | |
| Signed | | | | Rank / Role | |
| Justice of the peace/clerk | | | | Date | |
| Date | | | | Print Name | |
| Description | | | | | |