



## Supplementary - Alcohol and Entertainment Licensing Sub-Committee

**Thursday 13 August 2020 at 10.00 am**  
Virtual Zoom meeting

### Membership:

#### Members

Councillors:

Long (Vice-Chair)  
Kennelly  
Maurice

#### Substitute Members

Councillors:

Ahmed, Chohan, Hector, McLeish, W Mitchell Murray,  
RS Patel and Shahzad

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto:devbai.bhanji@brent.gov.uk)

For electronic copies of minutes, reports and agendas, and to be alerted when the minutes of this meeting have been published visit:

**[www.brent.gov.uk/committees](http://www.brent.gov.uk/committees)**

**The press and public are welcome to attend this meeting**

### **Notes for Members - Declarations of Interest:**

If a Member is aware they have a Disclosable Pecuniary Interest\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest\*\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

### **\*Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences** - Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

### **\*\*Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
  - To which you are appointed by the council;
  - which exercises functions of a public nature;
  - which is directed is to charitable purposes;
  - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

# Agenda

Introductions, if appropriate.

Item	Page
3 <b>Application for a New Premises Licence by E and E Mini Market Limited for the premises known as Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG, pursuant to the provisions of the Licensing Act 2003</b>	1 - 10

**Date of the next meeting:**            **Date Not Specified**



- Please remember to ***SWITCH OFF*** your mobile phone during the meeting.
- The meeting room is accessible by lift and seats will be provided for members of the public.

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E & E Mini Market Ltd  
4 Library Parade,  
Craven Park Road  
NW10 8SG  
16th July 2020  
Your Ref: 19200

Attention: Esther Chan  
Licensing Inspector  
Regulatory Services  
[Esther.chan@brent.gov.uk](mailto:Esther.chan@brent.gov.uk)

Dear Esther,  
**Licensing Representation to the Initial Application for the Premises  
Licence at Peaco Express Mini Market, 4 Library Parade, Craven  
Park Road, NW10 8SG**

This is acknowledging your representation dated 2<sup>nd</sup> of July 2020, regarding the Premises Licence Application for the above-named Premises. Your representation is based on the following Licensing Objectives:

- The Prevention of Crime & Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

We are aware that the Premises is located at the centre of The Cumulative Impact Zone (CIZ) in the Harlesden area, and wish to state that the premises target market is the ethnic minorities of Northern African descent. It is to be noted that the cultural food/grocery are sold and alcohol beverages will be ideal to be sold with it. We wish to provide a One-Stop shopping where how customers will be capable of doing all their shopping at once.

We have proposed some conditions which you believe does not go beyond promoting the Licensing Objectives and you have gone further to propose some set of conditions which will mitigate the negative impact on the Licencing Objectives especially in a crime hot spot. Some of the **Key areas** you highlighted are as follows:

- ❖ Specific conditions to address the likes of things *outside* the premises that could be directly linked back to the premises.  
Examples are:

- Clearing up of litter which may be left outside the premises by customers
- Labelling of alcohol with the premises name in order to link street drinkers back to the premises.
- Measures to discourage street drinkers from loitering outside the premises

You also commented on the telephone interview you had with Ms Yohannes about not been confident about her upholding the licensing objectives.

It is very clear that Ms Yohannes does not understand your questions because English is her second language, and she is usually lost in a conversation whenever English is spoken at a fast speed.

Some members of her family reside in Birmingham, but she now lives in Harlesden (few minutes to the Shop premises).

In order to further promote the licensing objectives at the premises, we shall include in our operating schedule the following conditions proposed by you:

- 1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.*
- 2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.*
- 3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.*
- 4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV*
- 5. Promotions that encourage irresponsible drinking shall not be permitted*
- 6. A "Challenge 25" policy shall be adopted and adhered to at all times.*
- 7. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.*
- 8. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.*
- 9. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training*

*(every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.*

*10. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.*

*11. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.*

*12. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.*

*13. A single incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:*

*(a) all crimes reported to the venue*

*(b) all ejections of patrons*

*(c) any complaints received*

*(d) any incidents of disorder*

*(e) all seizures of drugs or offensive weapons*

*(f) any faults in the CCTV system*

*(g) any refusal of the sale of alcohol*

*(h) any visit by a relevant authority or emergency service.*

*14. No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises.*

*15. No single cans of beer, larger or cider be sold.*

*16. No miniatures (5cl or 50ml) to be sold.*

*17. A clear and unobstructed view into the premises shall be maintained at all times.*

*18. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.*

*19. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily)*

*20. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.*

*21. A suitable intruder alarm and panic button shall be fitted and maintained.*

*22. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.*

*23. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.*

*24. An electronic till prompt should be used for all alcohol sales.*

It is pertinent to note that some of these conditions will address your concerns as highlighted in the key areas you pointed out.

Thanking you in anticipation for your consideration.

Yours faithfully,

**Olu Olusola**

(Licensing Consultant)

For: E & E Mini Market Ltd



E &E Mini Market Ltd  
4 Library Parade,  
Craven Park Road  
NW10 8SG  
23rd July 2020  
Your Ref: NW/215/20/2965

Attention: PC Gary Norton  
[Gary.L.R.Norton@met.police.uk](mailto:Gary.L.R.Norton@met.police.uk)

Dear PC Gary,

**Re: Police Representations to a New Premises Licence for: Peace Express Mini Market. 4 Craven Park Road, Harlesden NW10 8SG**

This to acknowledge the receipt of your representation dated the 9<sup>th</sup> of July 2020, in respect of the above-named Premises on the following Licensing Objectives:

- The Prevention of Crime & Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

It is to be noted from the application form that the area was acknowledged as one of the 10 areas designated as a CIZ, on the 7<sup>th</sup> of January, 2020 by Brent Council. Hence, our participation in Brent's Council voluntary ban on the sale of high strength alcohol.

It was also highlighted in your representation that there are a quite number of "off" licences within a short walking distance from Peaco. It is imperative to note and appreciate the fact that Peaco Mini Market targets the Ethnic minority of North African descent, and it will not be ideal after carrying out shopping for their ethnic food/groceries to go to another shop for their alcohol needs.

We have proposed some conditions extracted from Brent's Council's Pool of model conditions and you have considered these as not exceptional in nature, I wonder then why these conditions were put together if they were ***not fit for purpose***. In addition, we have adopted the conditions proposed by the Licensing Officer in her representation (Though some of it overlaps with our proposed conditions)

You also indicated your concerns regarding the ability of the staff who will be dealing with the licensing responsibilities when you spoke to the proposed DPS – Ms Weini Yohannes on the phone.

I wish to state here that, Ms Yohannes's second language is English, and there is a tendency for her to be lost in conversation whenever English is spoken at a fast speed.

You also brought to fore the telephone interview Ms Yohannes had with the Brent Council's Representative and her responses were classified as vague. Again, this is based on the fact that the questions were not properly explained to her in clearer terms. The quality of her eloquence in English Language should not be a yardstick for her ability to manage a retail outlet in a CIZ. It is confirmed that Ms Yohannes lived at Birmingham, but she now resides at Harlesden few minutes away from the Shop Premises. She has been living here for almost a year now. Although, some members of her family still reside at Birmingham.

In as much as we commend the effort of the Police at protecting the CIZ in reducing ASB, Drugs and other violent crimes in the area, this premises is unique, because it caters for the ethnic minority cultural needs of the people of Northern African descent.

On this basis, I employ you to give the premises an opportunity to compete favourably with other competitors which will have an edge over them if the licence is not granted.

Yours sincerely,

**Olu Olusola**

(Licensing Consultant)

For: E & E Mini Market Ltd

E & E Mini Market Ltd  
4 Library Parade,  
Craven Park Road  
NW10 8SG  
21st July 2020

Councillor Mili Patel  
[Cllr.Mili.Patel@brent.gov.uk](mailto:Cllr.Mili.Patel@brent.gov.uk)

Dear Cllr Mili,

**RE: OBJECTION TO THE PREMISES LICENCE APPLICATION FOR:  
E&E MINI MARKET, 4 LIBRARY PARADE, NW10 8SG**

Thank you for your objection letter dated 13<sup>th</sup> of July, 2020.

The concerns raised in your objection can be summarised and based on the following licensing objectives:

- Prevention of Crime and Disorder
- Public Safety
- Prevention of Public Nuisance

You have highlighted the presence of Street drinkers in the Craven Park area and other environs and loitering in shop fronts, and intimidating residents. Generally, your concerns border on street urination and encouraging of drug users to congregate, fight break-outs, and the creation of fear for residents' safety.

You also came to the conclusion from your conversation with the Police, your position on the safer neighborhood panel, residents' complaint; that the sale of single cans of alcohol off sales, is the cause of crime and disorder.

We do appreciate your fears which are genuine, as well as the reference to the Brent Council's Statement of Licensing Policy 2020 -2025 indicating Harlesden Town Centre as the hot spot for crime and anti-social behaviour,

We wish to address all these concerns by proposing the following conditions in our operation schedule:

*1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.*

2. *The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.*
3. *A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire server area and till.*
4. *A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV*
5. *Promotions that encourage irresponsible drinking shall not be permitted*
6. *A “Challenge 25” policy shall be adopted and adhered to at all times.*
7. *A sign stating “No proof of age – No sale” shall be displayed at the point of sale.*
8. *A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.*
9. *Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.*
10. *Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.*
11. *All alcoholic drinks shall be clearly labelled or marked with the name of the premises.*
12. *A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.*
13. *A single incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:*
  - (a) all crimes reported to the venue*
  - (b) all ejections of patrons*
  - (c) any complaints received*
  - (d) any incidents of disorder*
  - (e) all seizures of drugs or offensive weapons*
  - (f) any faults in the CCTV system*
  - (g) any refusal of the sale of alcohol*
  - (h) any visit by a relevant authority or emergency service.*
14. *No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises.*
15. *No single cans of beer, larger or cider be sold.*
16. *No miniatures (5cl or 50ml) to be sold.*

- 17. A clear and unobstructed view into the premises shall be maintained at all times.*
- 18. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.*
- 19. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily)*
- 20. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.*
- 21. A suitable intruder alarm and panic button shall be fitted and maintained.*
- 22. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.*
- 23. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.*
- 24. An electronic till prompt should be used for all alcohol sales.*

We also wish to bring to your notice that the business targets the ethnic minority of Northern African descent and wish to sell alcohol in addition to the groceries to create a one-stop shopping outlet

Kind regards,

**Olu Olusola**

For: E & E Mini Market Ltd

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