



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 31 October 2023 at 10.00 am

Boardrooms 1 & 2 - Brent Civic Centre, Engineers Way, Wembley HA9 0FJ

Please note this will be held as a physical meeting which members of the Sub-Committee will be required to attend in person.

The meeting will also be open for the press and public to attend in person. Please note the meeting is not scheduled for live webcast.

Membership:

Members

Councillors:

Ahmed (Chair)
Long
Mahmood

Substitute Members

Councillors:

Bajwa, Chohan, Collymore, Ethapemi, Hack, Lorber & Rubin.

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 6841; Email: devbai.bhanji@brent.gov.uk

For electronic copies of minutes and agendas please visit:
[Council meetings and decision making | Brent Council](#)

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 a 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
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for a Variation to a Premises Licence by Jashvant Rai Joshi for the premises known as New Sidney Market, 494-496 Neasden Lane North NW10 0EA pursuant to the provisions of the Licensing Act 2003	1 - 26

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.

This page is intentionally left blank

LICENSING ACT 2003

Application for a Variation to a Premises Licence

1. The Application

Name of Applicant:	Mr. Jashvant Rai Joshi
Name & Address of Premises:	New Sidney Market, 494-496 Neasden Lane North, NW10 0EA
Applicants Agent:	Stewart Gibson

1. Application

The application is to vary the licence as follows:

For the sale of alcohol and to remain open 24hrs a day Monday to Sunday.

2. Background

The premises are currently licensed for:

The sale of alcohol from 8am to 11pm Monday to Saturday and 10am to 10.30pm Sunday.

3. Promotion of the Licensing Objectives

See page 3 - 4 of the application.

4. Relevant Representations

Representations have been received the Police, Licensing Officers, the Safer Neighbourhood Team and local Councillor who are requesting refusal of the application.

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

7. Associated Papers

- A. Application Form
- B. Police Rep
- C. Licensing Rep
- D. Safer Neighbourhood Team Rep
- E. Cllr Rep
- F. Copy of Current Licence
- G. OS Map



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk
Online Ref. No: 15946
Application No: 29399
Date: 07 Sept 2023

LICENSING ACT 2003
Licence: Premises Licence Variation
Application No: 29399

Dear Sir/Madam,

Applicant: Mr Jashvant Rai Joshi

Date Received: 07 September 2023

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by 05 October 2023.

Yours faithfully

[Redacted]
[Redacted]
Regulatory Services

Part 1 – Premises Details

Postal address of premises, or if none, ordinance survey map reference or description

New Sidney Market
494-496 Neasden Lane North, NW10 0EA

Telephone Number at premises (if any):

Non domestic rateable value:

Part 2 – Applicant Details

Proposed Licence Holder:

Jashvant Rai Joshi

[Redacted]
[Redacted]

Agent:

Stewart Gibson 07976844694

s.gibson@sglicensing.co.uk**Part 3 – Operating Schedule****When do you want the premises licence to start?****If you wish the licence to be valid only for a limited period, when do you want it to end?****If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:**

Please give a general description of the premises: The applicant is seeking to extend his trading hours to 24 hours a day. The applicant is aware of the ClZ in respect of off sales in the area, but believes by adding a number of robust conditions to the licence the variation will have no effect on the cumulative impact of the licensing objectives. This licence in its current state, has no conditions attached to it other than the mandatory conditions. This is a licence that was part of the "grandfather transfers back in 2005, and no changes have been made to it since then. This is an opportunity to add a number of conditions to the licence to the benefit of asll the authorities with the trade off being 24 hour opening. This change in hours is necessary for the business to survive in the extremely difficult economic situation many retailers finfd themselves in, and this change is required to protect the future of the business.

What licensable activities do you intend to carry on from the premises?**Section J: Sale of alcohol: Off the premises****The times the licence authorises the carrying out of licensable activities**

Section J: Sale or Supply of Alcohol: Off the premises		
Day	Start Time	End Time
Monday	00:00	24:00
Tuesday	00:00	24:00
Wednesday	00:00	24:00
Thursday	00:00	24:00
Friday	00:00	24:00
Saturday	00:00	24:00
Sunday	00:00	24:00

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Jashvant Rai Joshi

Date of birth:

[REDACTED]

Licence Number: [REDACTED]**Issuing authority:** [REDACTED]**Concerns in respect of Children:****The opening hours of the premises**

Day	Start Time	End Time
Monday	00:00	24:00
Tuesday	00:00	24:00
Wednesday	00:00	24:00
Thursday	00:00	24:00
Friday	00:00	24:00
Saturday	00:00	24:00
Sunday	00:00	24:00

- a) General – all four licensing objectives (b, c, d, e):** The premises will operate to a high standard, and will do so should this licence be granted in terms of the sale of alcohol. All staff will be fully trained in their responsibilities with regard to the sale of alcohol, and will be retrained every six months, with recorded training records kept for inspection.
- b) The prevention of crime and disorder:** CCTV will be provided in the form of a recordable system, capable of providing pictures of EVIDENTIAL QUALITY in all lighting conditions particularly facial recognition. Cameras shall encompass all ingress and egress to the premises, fire exits, outside areas, and all areas where the sale/ supply of alcohol occurs. Equipment MUST be maintained in good working order, be correctly time and date stamped, recordings MUST be kept in date order, numbered sequentially and kept for a period of 31 days and handed to Police on demand. The Premises Licence Holder must ensure at all times a DPS or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format EITHER DISC or VHS to the Police/Local Authority on demand. The Recording equipment and tapes/discs shall be kept in a secure environment under the control of the DPS or other responsible named individual. An operational daily log report must be maintained endorsed by signature, indicating the system has been checked and is compliant, in the event of any failings actions taken are to be recorded. In the event of technical failure of the CCTV equipment the Premises Licence holder/DPS MUST report the failure to the Police immediately. All Spirits to be displayed behind the counter only. There will be 3 staff on duty each evening between 23:00 and 08:00 the following morning, one of which will be a personal licence holder. An SIA Security guard will be employed from 23:00 and 08:00 hours on Friday and Saturday nights.

- c) Public safety:** Staff will be trained to be alert to any potential danger to customers and react accordingly. If they are unable to quickly defuse the situation without risk to customer or staff, then they are instructed to call the police. All relevant fire procedures are in place for a premise of this size.
- d) The prevention of public nuisance:** Customers will be reminded by way of a notice at the entrance/ exit door to please leave the premises quietly and have consideration for the neighbouring properties. sufficient litter bins will be provided to allow the customers to deposit their waste/ rubbish in the correct manner.
- e) The protection of children from harm:** The premises shall operate a Challenge 25 Policy. Such policy shall be written down and kept at the premises. The policy shall be produced on demand of an authorised person' (as defined by Section 13 of the Licensing Act 2003) or the police or an authorised Trading Standards Officer of the Council. Prominent, clear and legible signage (in not less than 32 font bold) shall also be displayed at all entrances to the premises as well as at, at least one location behind any counter advertising the scheme operated.



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

**Costcutters
494-496 Neasden Lane North
Neasden
NW10 0EA**

NW BCU Licensing Department - Brent

Harrow Police Station
74, Northolt Road
Harrow
HA2 ODN

Tel: 07500 087 115

Email: Phil.S.Graves@met.police.uk

Web: www.met.police.uk

Your Ref: 29399

Our ref: 01QK/625/23/3122NW

Date: Sunday 17th of September 2023

Police representations to the application for a new Premises Licence for 'Costcutter, 494-496 Neasden Lane North, Neasden NW10 0EA'

Police certify that we have considered the application shown above and wish to make representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

**Officer: PC Phil Graves
Licensing Constable 3122NW**

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made to vary a premises licence under section 34 of the Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

- The prevention of crime and disorder;
 - Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

The Application

The application is a full variation requesting the sale of alcohol (off sale) twenty-four hours a day seven days a week.

The existing license allows the sale of alcohol from 08.00 hours to 23.00 hours Monday through to Saturday and 10.00 hours to 22.30 hours on Sunday.

Crime Figures

I have run intelligence checks on the post code at the venue (NW10 0EA) which shows the following crimes / reports:-

Total number of incidents	Sixty Six	(66)
Total number of recorded crimes	Fifty one	(51)
Total number of calls to police	Nine	(9)
Total number of arrests	Two	(2)
Total number of intelligence reports	Two	(2)
Total number of missing persons	Two	(2)
Crimes linked directly to the venue	four	(4)

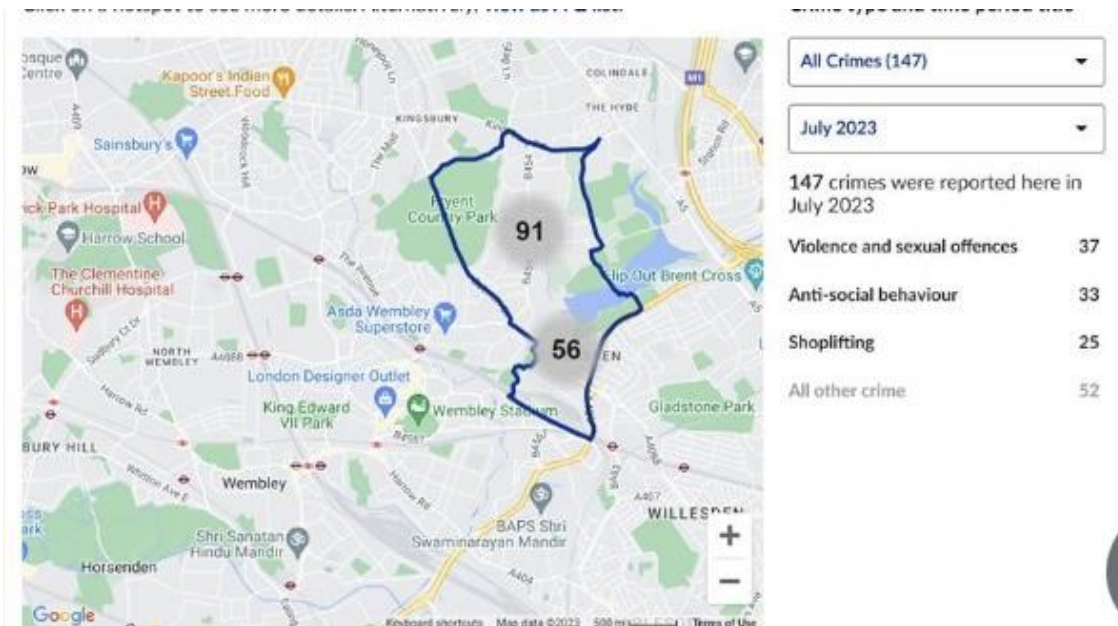
As you can see from the figures above there is a high amount of recorded crime in this postcode. In addition to this the venue falls within Neasden Lane North CIZ – link below.

www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz

The whole point of Brent Council introducing CIZ's was to help combat crime, street drinking and ASB caused by the sale and consumption of alcohol by off licenses. Allowing this application to go ahead will only add to the already high level of crime and ASB in this area of Brent.

The crime figures above reflect this statement. Of the four crime figures linked directly to the venue three of them are for robberies. One for a robbery of the venue itself and the other two were robberies where one of the suspects was drunk.

Adding another off license within any CIZ is normally an automatic rejection from the police. Requesting a 24/7 extension to a venue that already suffers from a high level of crime is a ridiculous suggestion for the entire community of Brent and Neasden Lane. Police struggle to cope with the current level of calls most hours of the days. Allowing a venue to operate selling alcohol on a 24/7 basis will put the police, NHS and local authorities at breaking point.



The above images are taken from the met police web page (available to the public) covering the entire Welsh Harp ward where Neasden Lane North is located. You can see from the first map where the number 56 is located that this venue is in the heart of the crime and ASB for the ward.

The second image shows the breakdown of crime with violence and sexual offences been at the top of the list of offences. A majority of these sexual offences will be against women and young girls, something I am sure all persons concerned will want to put an end to. Regardless of any conditions that the applicant or agent may be suggesting adding to this premises license, none will stop an increase in crime and ASB if this application is allowed to go ahead.

Due to the above police strongly oppose this application in full on the basis that all four of the licensing objectives will be breached.

Yours Sincerely,

PC Phil Graves 3122NW
NW BCU - Brent Licensing
Philip.Graves@met.police.uk

Mr Stewart Gibson
4 Brecon Close
Grantham
Lincolnshire
NG31 8FX

27 September 2023

Our Ref: 29399

Dear Mr Gibson,

Licensing Representation to the Initial Application for the Premises Licence at Costcutters 494-496 Neasden Lane North, NW10 0EA

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a variation to the premises licence under section 34 of the Act.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

The application seeks to extend the licensable hours to supply off sales of alcohol from Monday to Saturday 08:00 hrs – 23:00 hrs and Sunday 10:00 hrs to 22.30 hrs to supplying off sales of alcohol from Monday to Sunday for 24 hrs (00:00 hrs – 24:00 hrs).

Cumulative Impact Zone (CIZ)

The Council's has in 2022 reviewed its Cumulative Impact Policy and after assessing crime data from a variety of sources it showed sufficient evidence to implement CIZs in specified areas in Brent. This update has been included in the Brent Council Statement of Licensing Policy. In particular crime data and evidence shows a correlation between concentrations of off licences

and anti-social behaviour where alcohol is often a significant issue. Cumulative impact has been used as a term to describe the stress that a large number of licensed premises can have on crime and disorder, nuisance and the demand on local services.

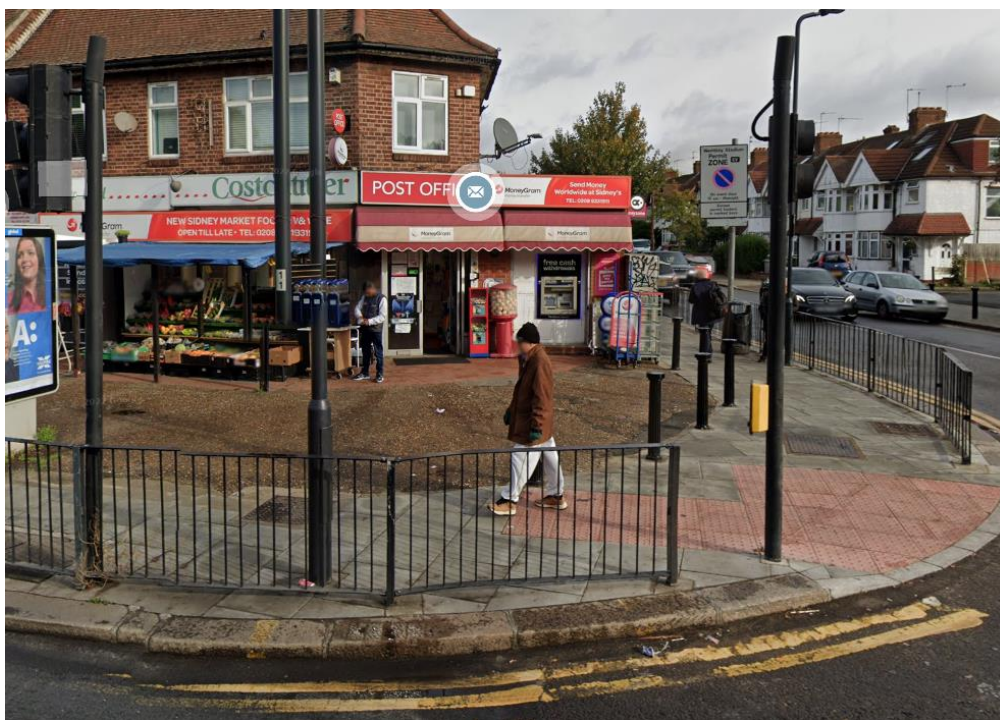
Neasden Town Centre

Neasden Town Centre have been identified as one of twelve Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Neasden Town Centre and surrounding locations are areas with high amounts of crime and anti-social behaviour. The Neasden Town Centre CIZ consists of the following areas; Neasden Lane, Neasden Lane North, Blackbird Hill, Birse Crescent, Forty Lane and Shoot Up Hill.

The Premises

The premises, namely 494-496 Neasden Lane North, NW10 0EA falls within one of Brent's CIZs.



Neasden town centre consists of a medium sized parade of shops that run along Neasden Lane to Neasden Lane North which is just off the North Circular Road. The premises is located on a road with heavy traffic and surrounded by residential dwellings. Neasden Lane North merges into Blackbird Hill. The town centre is primarily in Dudden Hill ward and in an area of medium to high levels of deprivation.

Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and it is an offence for if a person to fails to comply with a request to cease drinking alcohol by an authorised officer.

If a police officer reasonably believes that a person is, or has been, consuming intoxicating liquor within these areas, the officer may require the person concerned:

- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- c) An officer may dispose of anything surrendered to him/her as above.
- d) Issue fixed penalty notices on offenders
- e) Prosecute persistent offenders

However, in reality there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. It is clear that if off licences did not exist, the number of street drinkers would decline.

Therefore simply selling alcohol to customers who once off the premises, are no longer the responsibility of the licence holder, the Designated Premises Supervisor (DPS) and/or members of staff is no longer a viable option.

Operational Plan & Conditions

The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in a crime hot spot.

Summary

The Statement of Licensing Policy states that any licence application in a CIZ area will need to demonstrate with evidence that its operation will not add to any cumulative impacts that the CIZ is seeking to address. Further, new applicants and those applying for variations would be required to demonstrate how their premises will not contribute to street drinking in those areas.

The effect of adopting a CIZ is to “create a rebuttable presumption” that applications for licences which are likely to add to the existing cumulative impact will normally be refused (or subject to certain limitations) unless the applicant can demonstrate that there will be no negative cumulative impact on the licensing objectives.

I have assessed this application and feel that the applicant has failed to demonstrate how the extension of hours will not lead to a negative cumulative impact on one or more of the licensing objectives. The hours sought for the supply of alcohol will be at times when alcohol is likely to have a negative impact on crime/disorder, ASB and young people coming to harm.

It is on this basis, that the Licensing Authority ask that the application to vary the premises licence is **refused** by the Licensing Sub-Committee.

If the committee however decided that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating 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 inside of the shop including the till area.
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 footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. There shall be a minimum of 3 members of staff working between the hours of 23:00 hrs and 08:00 hrs.
6. 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.
7. There shall be a minimum of 1 SIA security guard on Fridays and Saturdays nights from 23:00 to 08:00 to control the entrance to the premise and to control order within the premises.
8. SIA Security shall wear clothing that can be clearly and easily identified on CCTV.
9. A register/log containing the names, badge number, dates & times of duty security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
10. A "Challenge 25" policy shall be adopted and adhered to at all times.
11. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
12. 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.
13. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 6 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.
14. All alcoholic drinks shall be clearly labelled or marked with the trading name of the premises.

15. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
16. 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.
17. No high strength beers, lagers, and ciders above 6% ABV shall be stocked or sold at the premises.
18. No single cans of beer, lager or cider be sold.
19. No miniatures (5cl or 50ml) to be sold.
20. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).
21. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.
22. A suitable intruder alarm and panic button shall be fitted and maintained.
23. An electronic till prompt should be used for all alcohol sales.
24. No 'Off Sale' deliveries permitted at any time.

Yours sincerely,



Christine White
Licensing Enforcement Officer

From: Matt.Leighton@met.police.uk
Sent: 08 September 2023 13:58
To: Business Licence <business.licence@brent.gov.uk>; NWMailbox.LicensingBrent@met.police.uk
Cc: Agha, Councillor Amer <Cllr.Amer.Agha@brent.gov.uk>; Yu.Zhang2@met.police.uk
Subject: extended licence

Name of Premises: Costcutters
Address of Premises: 494-496 Neasden Lane North, NW10 0EA
Application Details: The applicant would like to extend the Supply of Alcohol hours to 24 hours a day.

Good afternoon,

I have been made aware of the above premises looking to change their licence.

If they are suggesting they will be open and selling alcohol for 24 hours a day I would like to raise an objection to this. Neasden Town Centre which isn't too far away has had a street drinking issue for a long time and is now subject to PSPO and significant police efforts and activity to reduce and eliminate this which has caused residents and users of the town centre untold harm with ASB and violence. Recent figures show assaults and violence incidents are at 26 for the last 12 weeks. Many of these are alcohol related.

Costcutters is also close to a 24hr McDonalds which has also suffered from ASB over recent months. Late night food and late night alcohol is a recipe for significant issues for policing.

Regards
Matt Leighton PS 221NW

This page is intentionally left blank

From: Agha, Councillor Amer
Sent: 10 September 2023 11:25
To: Business Licence >; towncentreregeneration <towncentreregenerat@brent.gov.uk>
Cc: Legister, Linda; Prashar, Anu; Farah, Councillor Harbi ; Mitchell, Councillor Mary
Subject: Re: Variation Application - 29399 - Welsh Harp

Dear Colleagues, Hi

If the business is suggesting to open the selling of alcohol for 24 hours a day, as a ward councillor, I will definitely object the application on the following grounds.

Public Safety & Prevention of public nuisance:

Public and Police is already struggling with the issues of street drinking and ASB at Neasden Town centre which is not far from this area, and McDonalds .

Recent police figures showed 26 incidents of assaults and violence around this area including Neasden Town centre.

We can't afford late night selling of food and alcohol in this part of the ward.

Residents will be upset if we grant the permission as they are already suffering from ASB incidents in this area.

In every Safer Neighbourhood meeting, this is the most debated issue

On the basis of these concerns, I object this application. I hope the local SNT and police will also submit their concerns accordingly.

I am not against of any business propositions in my ward but definitely, not at the cost of public safety.

Thank you

Regards

Cllr. Amer Agha

Labour Party councillor for Welsh Harp Ward
London Borough of Brent (www.bent.gov.uk)

This page is intentionally left blank

Environment & Culture Dept
Health, Safety & Licensing
Unit
P.O. Box 411, Brent House
349-357 High Road, Wembley
Middlesex HA9 6EP
Telephone: 020 8937 5359
Fax: 020 8937 5357
Email: hsl@brent.gov.uk

London Borough of Brent

Premises Licence

PART A

*This Premises Licence was granted by Brent Council, Licensing Authority for the area of Borough of Brent under the **Licensing Act 2003**.*

Signed.....
Director of Environment and Culture

Date: 13 March 2006

Licence number 157824

Licence start date: 24/11/2005

Part 1 - Premises Details

NEW SIDNEY MARKET, 494-496 Neasden Lane North, London, NW10 0EA
Telephone: 020-8933-1911

Licensable activities and the times authorised by this licence

Supply of Alcohol:

Day	Start Time	End Time
Monday	08:00	23:00
Tuesday	08:00	23:00
Wednesday	08:00	23:00
Thursday	08:00	23:00
Friday	08:00	23:00
Saturday	08:00	23:00
Sunday	10:00	22:30

Non standard timings: Good Friday 08:00 to 22:30
Christmas Day 12:00 to 15:00 and 19:00 to 22:30

Whether alcohol is authorised to be supplied on or off the premises: **Off**

The Opening Hours of the Premises:

Not Applicable

Part 2

Details of Holder of Premises Licence:

Mr. Jashvant Rai Joshi [REDACTED]
Telephone: 020-8933-1911

Details of Designated Premises Supervisor:

Name: Jashvant Rai Joshi

Address: [REDACTED]

Personal Licence Number: [REDACTED]

Issuing Authority: [REDACTED]

Annexe 1 - Mandatory Conditions

(a) No supply of alcohol may be made at a time when no designated premises supervisor has been specified in the licence or at a time when the designated premises supervisor does not hold a personal licence or his or her licence has been suspended.

(b) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

All persons present on the premises who are required to carry out a security activity must be licensed by the Security Industry Authority.

Embedded Conditions

Alcohol shall not be sold in an open container or be consumed in the licensed premises.

Alcohol shall only be sold between the times specified:

On weekdays, other than Christmas Day, between 08:00 and 23:00 hours

On Sundays, other than Christmas Day, between 10:00 and 22:30 hours

On Christmas Day, from 12:00 to 15:00 and 19:00 to 22:30 hours

On Good Friday, between 08:00 and 22:30 hours

Annexe 2 - Conditions Consistent With the Operating Schedule

None

Annexe 3 - Conditions Attached After a Hearing by the Licensing Authority

None

Annexe 4 - Plans

See attached sheet.

Basemap Map



1:1250

0 0.02 0.04 kilometres



This page is intentionally left blank

From: Stewart Gibson <
Date: Tuesday, 19 September 2023 at 11:34
To: "[Phil.S.Graves](#)"
Cc: "[Matt.Leighton](#)"
"Cllr.Amer.Agha"
Subject: 494-496 Neasden Lane North- Variation

Good morning.

I have received your representation to the above application, submitted on behalf of my client.

This application was not made lightly, but done as a result of an extremely difficult economic climate that makes it ever more difficult for small businesses to survive, never mind prosper.

The applicant is well aware that his premises falls within a CIZ, which is in place for all off sales premises in the council area.

It cannot be correct that a blanket approach fits all, is the way forward. If this is to be the case then many businesses will fall, and the towns will be full of boarded up premises, which in itself can fuel crime.

That said, the applicant has put forward a number of robust conditions to ensure by granting the extended hours, and therefore saving his business, his premises will not add to the cumulative impact in the area.

He has already offered the following conditions in his operating schedule.

1. Fully functional CCTV system.
2. Spirits to be displayed behind the counter only.
3. 3 staff to be on duty from 23:00 to 08:00 at all times when the premises are open during these hours.
4. One of those staff will be a personal licence holder.
5. One SIA guard to be employed at the premises on Friday and Saturday nights from 23:00 to 08:00

These are the key conditions offered in the operating schedule, that deal with your objections. Bearing in mind this is a licence devoid of any conditions other than the mandatory conditions added over the years since 2005. By granting this variation the premises will become heavily conditioned throughout the stores trading hours, which will be a vast improvement on the current situation.

Having further considered your representations, the applicant is willing to offer the following additional conditions to be added the operating schedule.

1. All sales from 23:00 to 08:00 to be made through a secure serving hatch only. The general public will have no access to the premises at all between the hours of 23:00 and 08:00. (This would negate the need for condition 3 above).
2. The store will not sell beers or lagers above 6% at any time, to combat street drinking. Cider not above 7.5%
3. There will be an external camera fitted to cover the serving area and will operate at all times.
4. Exterior lighting will also be fitted to facilitate clear vision of all customers at all times. (a well lit area will go a long way to deterring any threat of ASB in the night).

Given the above conditions, I wonder if you would now be prepared to withdraw your application and give a local business the opportunity to continue trading in the area. (one that has been in the area for over 20 years).

Kind regards

Stewart Gibson
Licence Agent
SG Licensing Ltd

From: Stewart Gibson
Sent: 27 October 2023 17:05
To: White, Christine
Cc: Business Licence
Subject: Costcutters 494-496 Neasden Lane North

Good afternoon Christine.

I write in response to your representation raised against this variation application.

I note your comments that your first option would be for the application to be refused, but I also note you have suggested a number of conditions should the committee be persuaded to grant the application.

You may or may not be aware that I emailed the other objectors, (police x2 and Councillor Agha), back on September 19th in response to their objections, offering further conditions to this application, but sadly did not receive a response from any of them.

I have sent this email for your information, as a separate email.

I understand it will be a matter for the committee to decide whether to consider this application outside that of their CI policy, but if I may respond to your suggested conditions, in the event they are willing to divert from their policy.

In addition to your conditions the applicant offered the following in response to the objections from the police and the councillor.

1. All sales from 23:00 hours to 08:00 hours to be made through a serving hatch only. The general public will have no access to the premises at all between the hours of 23:00 and 08:00.
2. The store will not sell beers or lagers above 6% at any time, in an effort to combat street drinking. The applicant requests the cider limit to be set at 7.5%.
3. There will be an external camera fitted to cover the serving area, (outside), and will operate at all times.
4. Exterior lighting will also be fitted to facilitate clear vision of all customers at all times.

It should be noted that a well- lit area will go a long way to deterring any threat of ASB in the night.

These conditions were offered in addition to those set out in the operating schedule.

Of the conditions you have proposed, a number of them already appear in the operating schedule of the application, but I appreciate the wording may have been altered to suit the council policies.

Of those that don't appear in the operating schedule, my client is accepting of the remainder of the conditions you have proposed, save for not selling single cans or miniatures. Could I

suggest that this condition only applied from 23:00 to 08:00 hours each day, therefore only being enforced during the varied hours applied for. He also does not have an electronic till system.

To assist the committee therefore, I thought it would be beneficial to summarise all the conditions either offered or accepted in relation to this application, bearing in mind the current licence has no conditions attached to it other than the fixed mandatory conditions that appear on every licence.

I would ask that this email, and the attachments be included in the papers for the Sub Committee to consider on the 31st October.

If you have any questions at all on the above please can you either email me on the above address, or by all means call on 07976844694.

Kind regards

Stewart Gibson
Licence Agent
SG Licensing Ltd

Conditions Offered/Agreed for Costcutter 494-496 Neasden Lane North

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 inside of the shop including the till area.
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 footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. A personal licence holder shall be present on the premises and supervise the sale of alcohol between 23:00 and 08:00.
6. There shall be a minimum of 1 SIA security guard on Fridays and Saturdays nights from 23:00 to 08:00 to control the entrance to the premise and to control order within the premises.
7. SIA Security shall wear clothing that can be clearly and easily identified on CCTV.
8. A register/log containing the names, badge number, dates & times of duty security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
9. A "Challenge 25" policy shall be adopted and adhered to at all times.
10. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
11. 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.
12. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 6 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.
13. All alcoholic drinks shall be clearly labelled or marked with the trading name of the premises.

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

15. 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.

16. No high strength beers, lagers, and ciders above 6% ABV shall be stocked or sold at the premises.

17. No single cans of beer, lager or cider be sold between 23:00 and 08:00

18. No miniatures (5cl or 50ml) to be sold between 23:00 and 08:00

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. No Off -sale deliveries permitted at any time.

23. All sales from 23:00 to 08:00 to be made through a secure serving hatch only. The general public will have no access to the premises at all between the hours of 23:00 and 08:00. (This would negate the need for condition 3 above).

24. There will be an external camera fitted to cover the serving area and will operate at all times.

25. Exterior lighting will also be fitted to facilitate clear vision of all customers at all times. (a well lit area will go a long way to deterring any threat of ASB in the night).