



## Alcohol and Entertainment Licensing Sub-Committee

**Wednesday 31 January 2024 at 10.00 am**

**Boardroom 2, 3rd Floor, Brent Civic Centre**

Please note that this meeting will be held in person with members of the Sub-Committee required to attend in person.

**The press and public are also welcome to attend this meeting in person. Please note the meeting is not scheduled for live webcast**

### Membership:

#### Members

Councillors:

Ahmed (Chair)  
Chohan  
Mahmood

#### Substitute Members

Councillors:

Bajwa, Collymore, Ethapemi, Hack, Mahmood, Lorber,  
Rubin

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

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**[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 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
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
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.	
<b>3 Application for New Premises Licence by Mr Amandeep Singh Dhall for the premises known as One Stop superstore, 284 Ealing Road, Wembley, HA0 4LL, pursuant to the provisions of the Licensing Act 2003</b>	1 - 26

**Date of the next meeting: 31 January 2024 – 2.00pm**



Please remember to **SWITCH OFF** your mobile phone during the meeting.

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## LICENSING ACT 2003

### Application for New Premises Licence

#### 1. The Application

Name of Applicant:	Mr Amandeep Singh Dhall
Name & Address of Premises:	One Stop superstore, 284 Ealing Road, Wembley, HA0 4LL
Applicants Agent:	Mr Panchal - Personal Licence Courses

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 9am to 10pm Monday to Sunday.

#### 2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

This application falls within a Cumulative Impact Zone.

#### 3. Promotion of the Licensing Objectives

See separate sheet

#### 4. Relevant Representations

Representations have been received from the Police and Licensing Officers and Ward Councillor who request that the application is refused.

#### 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. Determination of the Application**

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

## **8. Associated Papers**

- A. Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. Councillor Representation
- D. OS Map



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

TEL: 020 8937 5359  
EMAIL: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)  
WEB: [www.brent.gov.uk](http://www.brent.gov.uk)

**Online Ref. No: 16545**  
**Application No: 30409**  
**Date: 14 December 2023**

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**

**Application No: 30409**

Dear Sir/Madam,

**Applicant: Mr Amandeep Singh Dhall**

**Date Received: 14 December 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 **11 January 2024**.

Yours faithfully

Sima Naran  
Administration Officer  
Regulatory Services

**Part 1 – Premises Details**

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

**One Stop Superstore**  
**284 Ealing Road, Wembley, Brent, HA0 4LL**

Telephone Number at premises (if any):

Non domestic rateable value:

**Part 2 – Applicant Details**

Proposed Licence Holder:  
Mr Amandeep Singh Dhall

[Redacted]  
[Redacted]  
[Redacted]

**AGENT:**

**Manpreet Kapoor 07960232969 m.kapoor@personalllicencecourses.com**

**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: Hardware items, Household Goods, Off Licence, Convenience Store

**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

<b>Section J: Sale or Supply of Alcohol: Off the premises</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	09:00	22:00
Tuesday	09:00	22:00
Wednesday	09:00	22:00
Thursday	09:00	22:00
Friday	09:00	22:00
Saturday	09:00	22:00
Sunday	09:00	22:00

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

Mr Amandeep Singh Dhall

Date of birth:

████████████████████

Licence Number: ██████████

Issuing authority: ██████████

**Concerns in respect of Children:** None

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	09:00	22:00
Tuesday	09:00	22:00
Wednesday	09:00	22:00
Thursday	09:00	22:00
Friday	09:00	22:00
Saturday	09:00	22:00
Sunday	09:00	22:00

a) **General – all four licensing objectives (b, c, d, e):** See attached operating schedule

b) **The prevention of crime and disorder:** See attached operating schedule



**c) Public safety:** See attached operating schedule

**d) The prevention of public nuisance:** See attached operating schedule

**e) The protection of children from harm:** See attached operating schedule

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## **One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL**

We understand the premises falls under the Brent Council Cumulative Impact Zone, we believe the measures we have measured below in the operating schedule will tackle those concerns

Operating schedule:

### **General:**

1. Challenge 25 policy to be in place at all times
2. CCTV to be installed and 31 days recoding system staff trained to download images when required
3. All staff to be trained in responsible alcohol retailing
4. Training manual will be available at the premises

### **B: Prevention of Crime and Disorder**

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. The CCTV system shall display on any recordings, the correct date and time of the recording.
4. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open to the public.
5. A CCTV camera shall be installed to cover the entrance of the premises and further cameras installed to cover the internal area and servery counter.
6. The premises shall be staffed by a minimum of 2 persons after 18:00 hours, one will have a personal licence.
7. A suitable intruder alarm complete with panic button shall be fitted and maintained.
8. An 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.
9. Staff training must be documented and based on legislation and operating procedures. All training shall be signed and dated and a copy of such records will be available for inspection by Police and local authority enforcement officers.

10. All alcohol shall be purchased from AWRS registered cash & carry and wholesalers
11. Beers, lagers, stout and ciders sold at the premises should not exceed 6.0% alcohol volume
12. Spirits should not be sold in bottles of less than 35cl/350ml
13. No single cans or bottles beers, lagers stout, ciders and alcohol pops shall be sold
14. There shall be no self service of spirits on the premises
15. No alcoholic drinks or tobacco will be purchased by the premises from unannounced sellers calling at the premises
16. Spirits shall be located behind counter. All other alcohol (e.g. beer, lager, cider) for sale are to be displayed in a position that is not obscured from the constant view of the cashier / staff by fixtures
17. All staff will have right to work in UK documents checked before being offered employment.
18. Any litter outside the premises will be cleaned up at end of day.

#### **C: Public Safety**

1. Installation of appropriate safety equipment
2. Fire exit signs displayed
3. To comply with all current, fire, health and safety laws
4. CCTV working at all times

#### **D. Prevention of Public Nuisance**

1. Notice displayed asking customers to leave quietly from premises also customers will be told in person to leave quietly and not to disturb the local neighbourhood
2. Strict policy in place to tell all staff not to serve alcohol to drunks at all
3. Appropriate signage will be displayed, in prominent position informing customers they are being recorded on CCTV

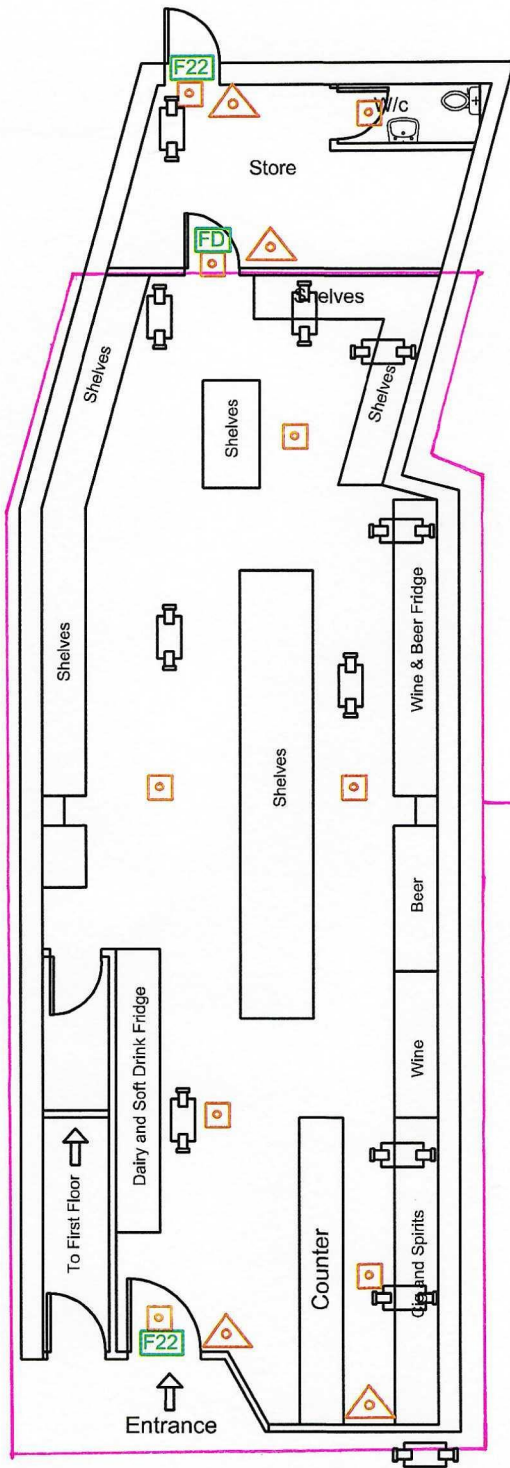
#### **D. The protection children from harm**

1. A challenge 25 policy will be in force, where any person looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. Challenge 25 posters displayed where alcohol is sold.
2. The only acceptable ID will be those with photographic identification documents, including passport, photo-card, driving license or proof of age card bearing the PASS hologram.

3. An refusal book shall be kept at the premises and updated as and when required, and made available for inspection on request to an Licensing Officer, Police or other responsible authority.
4. The licensee will ensure that staff are trained regularly as appropriate in respect to the Licensing Act 2003 legislation, staff to be trained regularly in underage sales prevention.
5. A sign stating “No proof of age – No sale” shall be displayed at the point of sale.






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# PROPOSED LICENSING PLAN



→ LICENSABLE ACTIVITY AREA

Property Address:  
 284 Ealing Road  
 Wembley  
 HA0 4LL

Drawing no: P/HBS/261		Date: 10th Nov 2020	
Key	Scale: 1:100	Paper: A4	
	FIRE EXTINGUISHER		
	FIRE EXIT SIGNS		
	EMERGENCY LIGHTING		
	Fire Check Door		
	CCTV CAMERAS		
CCTV RECORDING 31 DAYS			
SHUTTERS PROVIDED			
ALARM SYSTEM TO AOISPEC OR SIMILAR FITTED			

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**METROPOLITAN  
POLICE**

Working together for a safer London

**TERRITORIAL POLICING**

**One Stop Suprestore  
284, Ealing Road  
Alperton  
HA0 4LL**

**Your Ref:** 30409

**Our ref:** 01QK/877/24/3122NW

**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

**Date:** Tuesday 9<sup>th</sup> of January 2024

**Police representations to the application for a new Premises Licence for 'One Stop Superstore, 284, Ealing Road, Alperton HA0 4LL'**

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 for a new premises licence under section 17 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 to add alcohol to an existing hardware store in Ealing Road. Ealing Road falls into one of Brent's Cumulative Impact Zones (CIZ). CIZ's were created by Brent council to combat crime, street drinking and ASB in the worst parts of Brent. Below is a link to the council's CIZ.

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

As you can see from the link there is an assumption that any new off license application will be refused unless the applicant can demonstrate that their venue would not have a negative effect on the licensing objectives.

*“Where an application for a new off-licence or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives.”*

On 04/01/2024 I spoke to the applicant Mr Amandeep DHALL. He confirmed that he was the applicant and that he was also the license holder and the DPS. I explained who I was and the purpose of my call was to ask him about his application.

I asked him to explain about the application and he went on to say that the venue is currently a hardware store and that he wanted to add alcohol to the venue to help increase sales. I explained that the venue was in one of Brent’s Cumulative Impact Zones and asked if he was aware of this. Mr Dhall seemed to have heard of a CIZ but could not explain what it was to me. When I asked about adding alcohol to the existing venue, Mr Dhall said nothing to me to suggest that this was nothing than a normal ‘off license’ selling standard beers, wines and spritis.

I then went on and asked him if he could tell me what the four licensing objectives were. Mr Dhall starting talking about not selling alcohol to drunks or under age people. I explained that as a proposed DPS he should be aware of the liceninsg objectives and explained the examples he gave where not the licensing objectives. Mr Dhall was unable to tell me what any of the four licensing objectives were.

I have consulted with the local Safer Neighbourhood Team (Wembley Central) and asked them their views on adding another off license to this part of the Ealing Road. The SNT stated that they had an issue with street drinkers in the vicinity. The actual locations where not Ealing Road it’s self but surrounding roads. The SNT officers believed that alcohol is been purchased from the existing off licenses along the Ealing Road and drunk elsewhere. Their opinion that adding another off license to the area would only increase the existing street drinking and ASB issues.

Police records show that there are already two other venues along this stretch of the Ealing Road that have off license sales. These venues are:-

290 Ealing Road – Anshraj Food & Wine  
276 Ealing Road – Sanremo Food and wine

At present we have the situation where:

1. An application has been made to add the off sales of alcohol to an existing hardware store
2. The venue falls within of Brent’s CIZ’s
3. The applicant is unfamiliar with what a CIZ is
4. The applicant does not know what any of the four licensing objectives are
5. There are already two venues close by selling alcohol (off sales)
6. There is am issues with street drinkers, ASB and littering in the surrounding roads
7. The Local SNT (Police Team) object to adding another off license to this area
8. The Council’s CIZ policy states that any new off license application will be refused unless the applicant can show the venue won’t have a negative effect on the licensing objectives.

The Brent police licensing team believe that adding another off license to this area with have a negative effect on all four of the licensing objectives. Even adding strict conditions to this venue won’t eliminate this risk therefore this application is refused in full by the licensing police.

Yours Sincerely,

**PC Phil Graves 3122NW**

**NW BCU - Brent Licensing**  
**Philip.Graves@met.police.uk**

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To: One Stop Superstore,  
284 Ealing Road,  
London HA0 4LL

**LICENSING ACT 2003****Licence: Premises Licence New Application****Reference: 30409****Applicant:** Mr Amandeep Singh Dhall, 24 St Peters Road, Southall, UB1 2TL**Premises:** One Stop Superstore, 284 Ealing Road, HA0 4LL

08 January 2024

Dear Sir, Madam,

**Licensing Representation to application for the new Premises Licence for 'One Stop Superstore, 284 Ealing Road, HA0 4LL**

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 new premises licence under section 17 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.
- the protection of children from harm.

**The Application:** The application is for an existing retail store, proposing to be Hardware items, Household Goods, Convenience Store for Alcohol OFF sales. In addition to this the venue falls within one of Brent's ten CIZs – link below.

[www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz](http://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz)

**Cumulative Impact Zone (CIZ)**

The Council's current Licensing Policy came into effect 7th January 2020. Crime and complaints assessments in 2015, did not identify any requirement for a CIZs. However, since 2016 there has been a significant and notable increase in alcohol related crime and anti-social behaviour which is having an adverse impact in some areas and neighbourhoods generating complaints from residents, councillors, and the Police. This is undermining the licensing objectives and also has potential to undermine the vitality of Brent's town centres.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. Although the CIZ are designed for alcohol licensed venues it illustrates the crime levels in this part of Brent which is why the CIZ's were introduced. .

**Public Space Protection Order (PSPO).**

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and therefore it is an offence to drink alcohol in any public place.

If a police force 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.

**Premises Licence Application.****Operational Plan, Training Manual & Conditions**

According to Section M of the application form, the applicant mentions that they have read and understood the Licensing Policy and proposes various 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.

### **Safeguarding the Local Area**

The Statement of Licensing Policy lists considerations to be made when applying for a new premises licence, particularly those considerations relating to street drinking.

However, there are no specific conditions that are mentioned in the application to address the likes of such things outside of the premises that could be directly linked back to the premises. This includes items such as the clearing up of litter which may be left outside the premises by customers, the labelling of alcohol with the premises name in order to link street drinkers back to the premises or measures to discourage street drinkers from loitering outside the premises.

As per Brent Council's Statement of Licensing Policy, a voluntary offering of a ban on high strength alcohol sales does not necessarily address the requirements under a Cumulative Impact Zone.

### **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 negatively to 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.

The operating schedule fails to demonstrate that a grant will not lead to a negative cumulative impact on one or more of the licensing objectives and to the contrary add to the issues of an existing saturated area.

It is on this basis, that the Licensing Authority ask that the application for a new premises licence is **refused**.

If the committee however decide that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating schedule.

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

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 footage upon the request of the Police and Authorised Officer of the Licensing Authority.
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 Miniature bottles of wine, spirits in units less than 35cl shall be stocked or sold at the premises.



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.

**Prevention of Public Nuisance**

25. Notice displayed asking customers to leave quietly from premises also customers will be told in person to leave quietly and not to disturb the local neighbourhood.
26. Strict policy in place to all staff not to serve alcohol to street drinkers and or inebriated people at all.
27. Appropriate signage will be displayed, in prominent position informing customers they are being recorded on CCTV.

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that you are willing to accept the above conditions.

Yours Sincerely

Mohammed Serdouk

Licensing Enforcement Officer

Brent Council

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**From:** Georgiou, Councillor Anton  
**Sent:** 03 January 2024 22:11  
**To:** Business Licence; Chohan, Councillor Bhagwanji; Matin, Councillor Hannah  
**Cc:** Legister, Linda; Prashar, Anu  
**Subject:** Re: New premises licence application 30409 - Alperton

To whom it may concern,

As one of the Councillors for Alperton ward; I am writing to oppose the granting of yet another Alcohol License in our locality for the following business:

**Name of Premises:** One Stop Superstore  
**Address of Premises :** 284 Ealing Road, HA0 4LL  
**Application Details:**

<b>Licensable Activity</b>	<b>Days</b>	<b>Times</b>
Supply of Alcohol (OFF Sales)	Monday - Sunday	09:00hrs to 22:00hrs

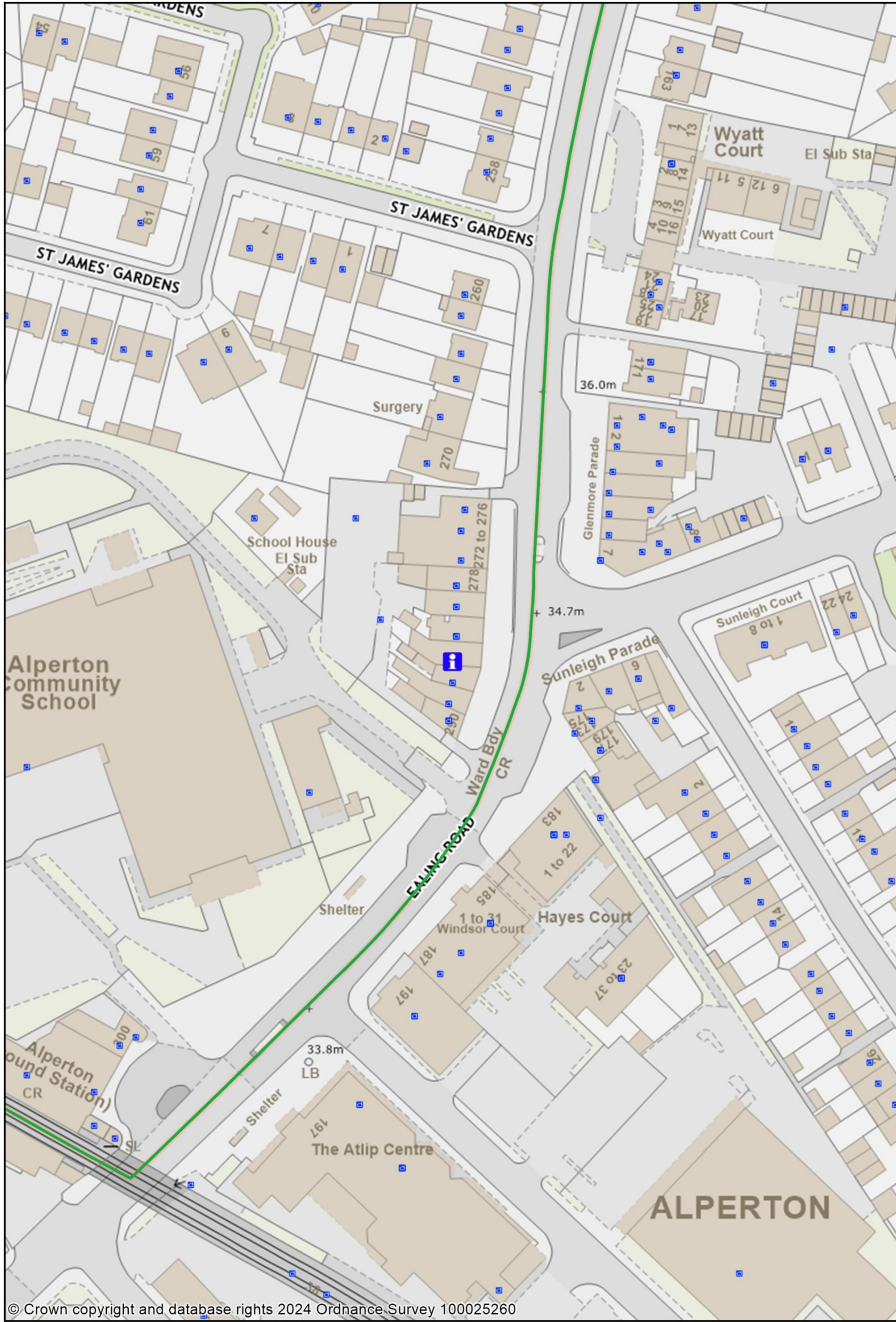
The granting of an alcohol license to this business would mean another licenced business in an area of Alperton which already experiences more than its fair share of issues due to the sheer number of venues able to sell alcohol. Not only does this part of the ward experience heightened ASB due to the over consumption of alcoholic beverages, which can be confirmed by Council Officers and the local Alperton SNT, but it also suffers from large amounts of rubbish, namely cans and bottles, littering our streets when consumers do not discard their waste responsibly. This is a huge issue. Another business selling alcoholic beverages has the potential to make this problem much worse. Cumulatively this has a detrimental impact on the health and wellbeing of local residents, in the overall appearance of the area and dealing with the consequences are a considerable drain on Council and Police resources. I strongly urge the Council to reject this application.

Kind regards,

**Cllr Anton Georgiou**  
*Liberal Democrat Councillor, Alperton*  
*Leader of the Liberal Democrat Group, London Borough of Brent*

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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**BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE**

**IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE**

**One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL**

**SKELETON ARGUMENT ON BEHALF OF THE APPLICANT**

**INTRODUCTION**

1. The Applicant, Mr Amandeep Singh Dhall and his family, have traded from this premises for a period of approximately 3 years. The premises is a family run business that currently trades as a hardware and household good business. The business serves the local community and has a reputation for friendliness and professionalism.
2. Family members who will be integral to the operation of the premises, have experience working in general retail and selling alcohol without any issue.
3. As for all 'bricks and mortar' premises, trading is difficult, especially in competing with larger superstores. It goes without saying that local shops need to sell what its customers want. The applicant is seeking to expand the range of products it currently sells to fill a customer need for a well run and managed general store selling a full range of groceries, including alcohol. It is intended to trade the premises under the name 'One Stop Superstore'.
4. The proposed offer distinguishes itself from the other two premises in the vicinity selling alcohol as follows:
  - a. Unlike the other two shops, where the offer is based predominantly on alcohol and snacks, the applicant will offer a wide range of groceries, including fresh produce, specialty items catering to the demographic make-up of the community, organic and health foods and products catering for specific dietary restrictions.
  - b. The applicants will provide customers with the option to purchase groceries in bulk, allowing them to save money on their grocery expenses while also promoting sustainability.
  - c. The applicants are already well known locally for excellent customer service. Staff are well trained staff to go above and beyond to assist customers, answer their questions, and ensure their shopping experience is pleasant and convenient. A comprehensive training package relating to sale of alcohol has been put together and all staff fully

trained prior to sales of alcohol taking place. A copy of this package can be found at

#### **APPENDIX ONE**

- d. The Premises will offer bus card top-ups and sales, allowing customers to conveniently manage their travel expenses.
  - e. The applicants plan to partner with Everi, a reputable parcel delivery provider. Customers will be able to drop off and collect parcels at the premises, saving them time and ensuring the safe and secure delivery of their packages. In addition, the applicants have recently approached Hermes, a leading parcel delivery company to partner with them allowing customers can drop off and collect parcels at our store using Hermes' services.
  - f. The Applicants have recently engaged with InPost to provide a locker at the premises. This secure and convenient system will allow customers to send, receive, and return parcels at any time, providing flexibility and peace of mind. The InPost locker will be accessible 24/7, ensuring that customers can collect their parcels at their own convenience.
  - g. The applicant currently operates a PayPoint service, to allow customers to easily pay their utility bills, top up their gas and electricity meters, and make other essential payments. An additional service for British Gas payments will be offered.
  - h. Mobile top-up services are provided, allowing our customers to conveniently recharge their phones and stay connected.
5. The new licence application seeks to cater for a target customer base of individuals who enjoy the convenience and comfort of shopping locally without having to drive to or attend large supermarkets. This includes busy professionals, individuals who support local operators and customers who for health reasons prefer a quieter shopping environment away from busy large-scale supermarkets. The applicants have offered steps in the operating schedule to ensure that the offer does not cater for street drinkers or intoxicated customers. Likewise the hours proposed will not cater for the 'after pub' crowd.
6. The applicants plan to offer a wide variety of multipacks of beer and cider. This will include popular brands, craft beers, or specialty selections catering to local customer demographic. Part of the offer will be low and no ABV products for customers who prefer low alcohol or alcohol free options. Miniatures and other high-strength, low cost, products that appeal to street drinkers will not be sold. The focus is on promoting responsible consumption. By targeting customers who enjoy their drinks at home and promoting responsible consumption through the product selection, the aim is to avoid attracting street or problem drinkers, in line with the Brent policies on responsible operation and the applicant's reputation as a responsible retailer.



7. To this end, the Applicant has taken on board the majority of the proposals from the Licensing Enforcement officer in their representation and has proposed an updated and substantial operating schedule of conditions. A copy can be found at **APPENDIX TWO**.
8. It is to be noted that no residents have made representations against this application. Indeed, a significant number have taken time to sign a petition supporting the application and others have taken time to write to the Licensing Sub-Committee in support of the application. The letters can be found at **APPENDIX THREE** and the petition (redacted- although the unredacted version can be provided to the Licensing Sub Committee on request) at **APPENDIX FOUR**.
9. CCTV and a till prompt system have been installed at the premises, including a panic button for staff. Photos can be found at **APPENDIX 5**.

## POLICY

10. The premises sits within Brent's Ealing Road CIZ. As a matter of record, the council still publishes online via google search a version of the current licensing policy and cumulative impact assessment from November 2022 that indicate the premises would not be included within the cumulative impact zone. However, it is accepted for the purposes of this skeleton that the premises are within cumulative impact albeit this was not clear to the applicant at the time of making the application.
11. Policy 5 in the Brent Statement of licensing policy states:  
*'The Council expects and encourages applicants applying to operate between the hours of midnight and 10:00 am to consider and assess the potential risks in the locality and how the premises operation can promote the licensing objectives as part of their application.'*

In this case the applicant has applied to provide licensable activities between 09:00 and 22:00 daily- well within the policy framework hours noted above.

## S.182 Guidance under the Licensing Act 2003

12. Paragraph 14.28 of the Guidance states:  
*'While the evidence underpinning the publication of a CIA should generally be suitable as the basis for a decision to refuse an application or impose conditions, it does not change the fundamental way that decisions are made under the 2003 Act. Each decision in an area subject to a CIA therefore still needs to be made on a case-by-case basis and with a view to what is appropriate for the promotion of the licensing objectives. Importantly, the publication of a CIA would not remove a licensing authority's discretion to grant applications for new licences or*

applications to vary existing licences, where the authority considers this to be appropriate in the light of the individual circumstances of the case.'

13. Para 14.44 states:

'A CIA should never be absolute. Statements of licensing policy should always allow for the circumstances of each application to be considered properly and for applications that are unlikely to add to the cumulative impact on the licensing objectives to be granted. After receiving relevant representations in relation to a new application for or a variation of a licence or certificate, the licensing authority must consider whether it would be justified in departing from its CIA in the light of the individual circumstances of the case.'

14. As is well established therefore, that whilst a cumulative impact policy creates a rebuttable presumption against grant of a new licence, the "exceptional circumstances" in which such applications can be granted are to be construed as circumstances which allow for "an exception" to be made to the general rule. Use of these words should not and does not set the bar artificially high.

15. Whilst there have been representations by the Police, Licensing Authority and a councillor, it is submitted that the concerns raised can be addressed by appropriate conditions. Indeed, the applicant has proposed what by any stretch must be considered an exceptionally robust operating schedule.

16. There is no reason why a responsibly run off-licence business forming part of a general store that is focussed on providing the local community with something not available elsewhere, would add to the problems identified in the relevant cumulative impact policy. Indeed, it is likely that an offer of this sort, with the local community support it has, can only improve standards in the area and provide a much needed service.

**PIERS WARNE  
TLT SOLICITORS  
JAN 26 2024**

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX ONE



# ONE STOP SUPERSTORE

ALL YOUR NEEDS AT ONE STOP

**One stop superstore's Staff Training package for ALCOHOL  
SALES**

**It is important for all staff to know the four licensing  
objectives:**

- PUBLIC SAFETY
- PROTECTION OF CHILDREN FROM HARM
- PREVENTION OF PUBLIC NUISANCE
- PREVENTION OF CRIME AND DISORDER

***This booklet and training will help all staff meet these four  
licensing objectives***

## **UNDERAGE SALES**

PERHAPS THE MOST IMPORTANT ASPECT OF RUNNING A LICENSED PREMISES IS TO PREVENT UNDERAGE SALES.

***THEREFORE THE FOLLOWING PRCEDURE MUST BE FOLLOWED:***

IF A PERSON APPEARS TO BE UNDER 25 YEARS OF AGE THEN THEY MUST BE ASKED FOR I.D. THE FOLLOWING ARE THE ONLY I.D. THAT IS ACCEPTABLE:

- PASSPORT
- NEW STYLE PHOTO I.D. DRIVING LICENCE
- PASS ACCREDITED I.D. CARD SUCH AS CITIZEN CARD.

***WHEN PRESENTED WITH THE I.D. CHECK THE FOLLOWING:***

### **PASSPORT:**

Look for hologram. CHECK THAT THE PASSPORT IS INTACT AND HAS NOT BEEN TAMPERED WITH. FOR EXAMPLE THE PHOTO DOES NOT STAND UP FROM THE PAGE. OR THAT THE TRANSPARENT COVER OVER THE PHOTO IS NOT DAMAGED AND A DIFFERENT PHOTO PUT INSIDE.

CHECK THE PHOTO IS A LIKENESS OF THE PERSON PURCHASING THE ALCOHOL CHECK THE DATE OF BIRTH ON THE PASSPORT.

### DRIVING LICENCE:

- Check all the details set out above for a passport. Check the DVLA Hologram or the more recent circular hologram.
- Check photo is likeness of person
- Check embossed Surname or triangle or one way sign or steering wheel. Or embossed section 9
- Check DVLA hologram on older cards.

### PASS ACCREDITED CARDS :

- CHECK AS FOR PASSPORT. CHECK THE PASS HOLAGRAM ON THE CARDS.
- IF IN DOUBT DO NOT ACCEPT ANY OF THE ABOVE I.D.

### TILL PROMPTS

***We use a till prompt system to help you check for ID whenever you sell alcohol. THIS SYSTEM MUST BE USED PROPERLY.***

- ***We take time to engage with customers anyway, so when the till prompts you, look up, engage with the customer and assess if they look under 25.***
  - ***If they look under25, ask for ID***
- ***Only then follow the till prompts to either allow or refuse the sale.***

### **BE FIRM BUT POLITE**

***Preventing under age sales is part of the job. IT IS NON-NEGOTIABLE!***

***Always be polite: 'I'm sorry but without ID I cannot serve you. The law requires me not to.'***

***'Sorry but I need to see your ID. If you do not have it, I cannot serve you...'***

### **LIQUEUR CHOCOLATES (IF STOCKED)**

***It is advisable to adopt the same procedure as above for sales of liqueur chocolates and i.d. persons under 25 and not sell to persons under 18***

### **CONSEQUENCES OF AN UNDERAGE SALE**

**IF AN UNDERAGE SALE TAKES PLACE THE FOLLOWING MAY OCCUR. A FINE OF UP TO £5,000 FOR THE MEMBER OF STAFF WHO SELLS THE ALCOHOL- OR A FIXED £90 FINE (known as a 'PND')**

**In addition:**

- 1) THE DPS OR THE LICENCE HOLDER CAN BE FINED- unlimited fines**
- 2) THE LICENCE CAN BE REVIEWED- and the licence revoked**

**The Police can issue a fixed penalty notice of £90 for the following offences:**

- Consumption of alcohol by an under 18 year old
- Selling alcohol to an under 18 year old
- Obtaining alcohol for an under 18 year old
- Allowing consumption of alcohol by an under 18 year old
- Delivery of alcohol to an under 18 year old
- Allowing delivery of alcohol to an under 18 year old

**PERSISTENT SALES OF ALCOHOL**

It is an offence to persistently sell alcohol to someone under the age of eighteen. The offence is committed if on two or more occasions in three consecutive months alcohol is sold unlawfully to a person under eighteen at the same premises. The fine can be unlimited and/or result in up to six months in jail.

If this occurs the police or trading standards can agree that alcohol will not be sold from the premises for a period of from 48 to 336 hours instead of prosecution.

**Consequences of children drinking**

- 1) Children are more vulnerable when drunk
- 2) They may supply to other children and even younger children
- 3) They may be more inclined to commit anti-social behaviour



## LICENSING HOURS

Please make yourself familiar with the displayed premises licence

**It is illegal to sell outside these hours and an unlimited fine can be imposed. Sales cannot take place a minute before or after these hours.**

## PROXY SALES

**STAFF NEED TO BEAR IN MIND THAT ADULTS MAY ATTEMPT TO PURCHASE ALCOHOL FOR PEOPLE UNDER EIGHTEEN YEARS AGE.**

**STAFF SHOULD ENSURE THEY USE THERE BEST ENDEAVOURS TO PREVENT THIS.**

**THE FOLLOWING MAY MEAN THAT PEOPLE ARE BUYING FOR PERSONS WHO ARE UNDERAGE:**

**A PERSON MAY PURCHASE A GREAT DEAL OF ALCOHOL WHICH MAY SIGNAL THEY ARE PURCHASING FOR OTHER PEOPLE. THEY MAY HOWEVER JUST BE HAVING A PARTY. IF YOU ARE IN ANY DOUBT ASK THE PURCHASER IF THE ALCOHOL IS FOR THEIR OWN CONSUMPTION.**

**VERY OFTEN THE CHILDREN WILL BE WAITING FOR THE ALCOHOL NOT FAR FROM THE SHOP. OBSERVE WHAT IS GOING ON OUTSIDE . DO NOT OBSCURE VIEW FROM WINDOW.**

AN ADULT MAY COME INTO THE SHOP AND ASK FOR TWO CANS OF STELLA AND A COKE IMMEDIATELY OR SOON AFTER YOU HAVE REFUSED A SALE OF TWO CANS OF STELLA AND A COKE TO SOMEONE UNDERAGE. THIS IS A SURE SIGN THAT IT IS LIKELY A PROXY SALE. ASK THE CUSTOMER IF THIS IS FOR THEM. INFORM THEM THAT SOMEONE UNDERAGE JUST SOUGHT TO BUY EXACTLY THE SAME PRODUCTS.

SIGNS IN THE SHOP NEAR THE ALCOHOL SALES SECTION REMIND CUSTOMERS THAT IT IS A CRIMINAL OFFENCE TO PURCHASE ALCOHOL ON BEHALF OF PERSONS UNDER EIGHTEEN YEARS OF AGE. REMIND THEM OF THE LAW.

ALSO AN INDIVIDUAL MAY RETURN TO THE SHOP FOR MORE ALCOHOL. IT SHOULD BE ASKED WHY THEY DID NOT BUY THE ALCOHOL THEY NEEDED ON THE FIRST VISIT.

REMIND PEOPLE IT IS A CRIMINAL OFFENCE TO SUPPLY UNDER EIGHTEENS WITH ALCOHOL IF IN ANY DOUBT DO NOT SERVE.

### **GROUPS OF PEOPLE**

A GROUP OF PEOPLE MAY COME INTO THE SHOP TO BUY ALCOHOL. ONE OF THE GROUP MAY BE OVER EIGHTEEN. HOWEVER IN THIS CASE THE WHOLE GROUP SHOULD BE ASKED FOR I.D. HOWEVER COMMON SENSE SHOULD PREVAIL. TWO ADULTS AND A SEVEN YEAR OLD OBVIOUSLY FAMILY GROUPS SHOULD NOT BE ASKED TO PROVIDE I.D. FOR CHILDREN SO YOUNG.

HOWEVER YOU MAY HAVE A PARENT COME IN THE SHOP AND THEIR CHILD WHO IS A TEENAGER BUT NOT EIGHTEEN STARTS

SELECTING THE ALCOHOL FOR THE PARENT TO BUY. IN THIS CASE IT IS LIKELY THAT THE ALCOHOL IS FOR THE CHILD SO THE SALE SHOULD BE DECLINED EXPLAINING THAT IT IS A CONDITION OF THE LICENCE TO ASK ALL PERSONS IN THE GROUP FOR I.D. AND THAT THE LAW PREVENTS YOU FROM SELLING ALCOHOL WHERE IT IS SUSPECTED IT IS FOR SOMEONE UNDER 18.

OBVIOUSLY COMMON SENSE WILL HAVE TO PREVAIL BUT DO NOT FORGET IT IS YOU THAT WILL BE HELD RESPONSIBLE BY THE POLICE SHOULD AN ADULT PASS ALCOHOL ON TO UNDER EIGHTEENS IF YOU HAVE NOT CARRIED OUT THE REQUIRED CHECKS.

### **DRUNKS AND STREET DRINKERS**

PLEASE DO NOT SERVE DRUNKS OR STREET DRINKERS.

HOW DO WE DEFINE A DRUNK?

THIS CAN BE A VERY DIFFICULT PROCESS. MANY SO CALLED EXPERTS HAVE TROUBLE WITH THIS. THERE IS NO CLEAR DEFINITION.

**WE WOULD DESCRIBE A DRUNK AS :**

- SOMEONE WHO IS UNSTEADY ON THERE FEET HAS TROUBLE SPEAKING AND SLURS THERE WORDS
- HAS TROUBLE SORTING OUT THEIR MONEY OR DROPIING THEIR MONEY

- HAVE ALCOHOL SMELL ON THEIR BREATH ALTHOUGH SOME PEOPLE ARE GOOD AT HIDING THE SMELL IF IN DOUBT DO NOT SERVE.

SOME PEOPLE HOWEVER (AND YOU WILL LIKELY KNOW SOMEONE LIKE THIS) EXHIBIT SOME OF THE ABOVE EFFECTS DUE TO ILLNESS. BE POLITE AND ATTENTIVE WHEN CHALLENGING SOMEONE WHERE YOU ARE UNSURE IF THEY ARE DRUNK OR HAVE AN ILLNESS. HOWEVER, IT WILL NOT STAND UP IN COURT IF YOU SAY YOU THOUGHT THE PERSON HAD AN ILLNESS WHEN IN FACT THEY WERE DRUNK.

**STREET DRINKERS:**

IF you see PERSONS drinking alcohol in the street do not serve them alcohol if they come into the shop. REPORT THE MATTER TO THE DPS.

STREET DRINKERS may be a problem in the area. Liaising with the police community support team MAY help identify any problem street drinkers.

STREET DRINKERS MAY BE UNSHAVEN AND HAVE SCRUFFY APPEARANCE. THEY MAY ALSO ALREADY BE DRUNK.

THE POLICE MAY IDENTIFY STREET DRINKERS TO US. UNDER NO CIRCUMSTANCES SERVE THESE PEOPLE. Do not serve street drinkers. Be aware of the local area so any street drinkers go somewhere else.

THERE MAY BE SOME PHOTOS POLICE PROVIDE OF REGULAR STREET DRINKERS.

PLEASE FAMILIARIZE YOURSELF WITH THESE PEOPLE AND DO NOT SERVE THEM

### **AVOIDING CONFLICT**

DURING YOUR TRAINING YOU WILL BE TOLD HOW TO REFUSE SERVICE BY SAYING I AM SORRY BUT THE LAW REQUIRES THAT WE DO NOT SERVE YOU.

ALWAYS BE FIRM BUT POLITE. POINT OUT THAT WE HAVE CCTV AND THEY ARE BEING RECORDED. WHERE NEEDED THERE IS A PANIC BUTTON SO THAT YOU CAN CALL FOR HELP.

### **REFUSAL REGISTER**

THE REFUSAL REGISTER AND INCIDENT BOOK ARE THERE FOR A REASON. PLEASE USE THE REFUSAL BOOK WHENEVER YOU REFUSE A SALE FOR WHATEVER REASON . IT MAY HELP OUT OTHER STAFF TO SEE PATTERNS IN WHEN THERE ARE MORE REFUSALS OR IDENTIFY REPEAT OFFENDERS.

ALL REFUSED SALES MUST BE ENTERED IN THE REFUSAL REGISTER. PLEASE USE THE INCIDENT BOOK IF AN INCIDENT OCCURS.

### **GROUPS OF PEOPLE BEING A NUISANCE OUTSIDE THE SHOP**

IT IS IMPORTANT NOT TO OVERREACT TO THIS SITUATION.

**IT MIGHT BE A GROUP OF TEENAGERS KNOWN TO YOU WHO ARE NOT CAUSING TROUBLE AND WILL MOVE ON. HOWEVER IT MIGHT BE A GROUP WHO ARE QUITE OFFENSIVE. IN THIS CASE REPORT TO THE DPS OR YOUR IMMEDIATE SUPERVISOR. IF NEEDS BE REPORT IT TO THE POLICE. USE THE INCIDENT LOG TO RECORD THESE ISSUES TO HELP UNDERSTAND IF THERE IS A PATTERN OF BEHAVIOUR**

**IF YOU ARE THE SUPERVISOR YOU SHOULD FIRST SEE IF THEY MOVE ON QUICKLY. SO THEY DO NOT TAKE IT PERSONALLY AS FROM YOU STATE IT IS A CONDITION OF YOUR LICENCE. IF A PROBLEM CONTINUES THE DPS WILL LIASE WITH THE SAFER NEIGHBOURHOOD TEAM IF NOT YOU MAY NEED TO QUIETLY ASK THEM TO LEAVE STATING THAT IT IS A CONDITION OF THE LICENCE.**

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX TWO

## **One Stop Supermarket New Premises Licence: consolidated operating schedule**

### Conditions to remain from original operating schedule

- There shall be no self-service of spirits on the premises
- Spirits shall be located behind counter. All other alcohol (e.g. beer, lager, cider) for sale are to be displayed in a position that is not obscured from the constant view of the cashier / staff by fixtures
- All staff will have right to work in UK documents checked before being offered employment.
- Any litter outside the premises will be cleaned up at end of day.
- Fire exit signs displayed.
- The only acceptable ID will be those with photographic identification documents, including passport, photo-card, driving license or proof of age card bearing the PASS hologram.
- All alcohol shall be purchased from AWRS registered cash & carry and wholesalers

### Conditions from original operating schedule amended in line with Licensing Enforcement Officer recommendations

#### **Prevention of underage sales/ training**

- A "Challenge 25" policy shall be adopted and adhered to at all times.
- 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.
- 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.
- 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.

#### **CCTV**

- 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.
- The CCTV system shall display on any recordings, the correct date and time of the recording.
- 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.
- A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.

#### **Intruder Alarm/ Panic button**

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

#### **Incident Log**

- 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.

- 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.

#### **Provision of alcohol**

- No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises (with the exception of specialist 'craft' products).
- No Miniature bottles of wine, spirits in units less than 35cl shall be stocked or sold at the premises.
- No single cans of beer, larger or cider be sold.
- 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.
- 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.

#### **Notices/ signage**

- Notice displayed asking customers to leave quietly from premises also customers will be told in person to leave quietly and not to disturb the local neighbourhood.
- Appropriate signage will be displayed, in prominent position informing customers they are being recorded on CCTV.
- A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
- 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.

#### **Street drinkers**

- Strict policy in place to all staff not to serve alcohol to street drinkers and or intoxicated persons

Additional conditions agreed (as proposed by the Licensing Enforcement Officer- proposed amends in red)

#### **Irresponsible promotions**

- Promotions that encourage irresponsible drinking shall not be permitted.

#### **Deliveries**

- All deliveries of alcohol shall take place during the normal working day (i.e., 09:00 to 18:00 daily).
- A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

#### **Staffing**

- The premises shall be staffed by a minimum of 2 persons after 18:00 hours. After that time one will have a personal licence, except in the case of a genuine emergency.

**Electronic Till prompts**

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

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX THREE

**Dear Brent licensing committee,**

**I am writing to express my strong support for granting premises licenses to One Stop Superstore. As a member of the community, I believe that One Stop Superstore will not only sell alcohol responsibly but also provide essential daily needs and public services that are vital to our community's well-being.**

**One Stop Superstore, with its loveable customer service is uniquely positioned and ambitious to fulfil the diverse needs of our community. By granting them a premises license, we will be ensuring that our community has access to a reliable source of spirits, beverages, groceries, and public services under one roof. This convenience will greatly benefit all members of our community, especially those who rely on these services for their daily needs.**

**It is important to note that the existing shops in our community lack in customer service and fail to provide a likeable shopping experience. These shops do not offer the same level of customer service and a loveable shopping experience as One Stop Superstore can provide. By granting premises licenses to One Stop Superstore, we are encouraging healthy competition and giving our community the opportunity to enjoy a superior shopping experience.**

**I would like to also mention the exceptional customer service provided by the members of One Stop Superstore. It is evident that they prioritise customer satisfaction and go the extra mile to create a welcoming and pleasant shopping experience. The staff members are consistently kind, helpful, and always greet customers with a warm smile. This level of customer service sets One Stop Superstore apart from the competition and further reinforces its status as the best shop in Alperton.**

**I kindly request the Licensing Committee to carefully consider the benefits of granting premises licenses to One Stop Superstore. Their responsible alcohol sales practices, coupled with their ability to provide a wide range of groceries and public services, make them an invaluable asset to our community. Granting them a premises license will not only enhance the quality of life for our community members but also contribute to the economic growth of our area.**

**Thank you for your time and consideration. I trust that you will make the right decision in supporting the grant of premises licenses to One Stop Superstore.**

**Warm Regards,**

**[REDACTED]**

**EALING ROAD, WEMBLEY, HA0 4LL**

[REDACTED]  
Borrowns avenue  
Wembley, HA0 4QP

23/01/2024

Brent Licensing Committee  
Brent Civic Centre, Engineers Way  
Wembley, HA9 0FJ

Subject: Support for One Stop Superstore's Application for Premises License

Dear Licensing Committee,

I am writing to express my full support for One stop superstore's application for a premises license. As a member of the community, I believe that granting One stop Superstore the license will be beneficial for both the shop and the community as a whole.

First and foremost, I am confident that One Stop Superstore will sell alcohol responsibly. The shop has a strong track record of upholding high standards in customer service and compliance with legal requirements.

Furthermore, One Stop Superstore's presence as an off license shop will bring numerous benefits to our community. Currently, our community has limited options when it comes to purchasing alcohol and groceries. Having One Stop Superstore as a dedicated off license will offer convenience and choice to residents. It will save us from having to travel to high road or rely on the limited offerings of other off licenses in the area. Additionally, the competition between multiple off licenses will encourage better service, pricing, and product selection, ultimately benefiting the consumers.

I would also like to highlight that the two existing shops in the area do not provide satisfactory customer service and are not welcoming to customers. I have personally experienced their lack of attention to customer needs and their inability to provide a pleasant shopping experience. This has resulted in frustration and dissatisfaction among residents who have limited options for purchasing alcohol and groceries. The presence of One Stop Superstore will fill this gap and provide a much needed alternative for customers seeking a better shopping experience.

In conclusion, I wholeheartedly support One Stop superstore's application for a premises license. I believe they have demonstrated a strong commitment to responsible alcohol sales and will make a positive contribution to our community. Granting them the license will provide convenient access to a range of quality alcoholic, groceries, daily needs and foster healthy competition among off-

licenses. I kindly request that you consider my support when evaluating One Stop Superstore's application.

Yours sincerely,

[REDACTED]

1 Borrowns avenue  
Wembley, HA0 4QP

Dear Licensing Committee,

I am writing to express my enthusiastic support for One stop superstore's application for a premises license. As a long time resident of this community, I have witnessed the positive impact that this shop has already made and I believe that granting them a premises license would further enhance our neighbourhood.

Firstly, I strongly believe that this shop will take all their responsibilities very seriously and they will provide all sorts of training to their staff. Granting One stop superstore a premises license will further enable them to promote responsible drinking habits within our community.

In addition to responsible alcohol sales, One stop superstore will bring a much needed improvement in customer service to our area. I have personally experienced the lackluster service and unwelcoming atmosphere at the other two shops in the vicinity. The staff at those shops often seem disinterested in assisting customers and fail to provide a positive shopping experience. One stop superstore on the other hand, has proven to provide exceptional customer service. Their friendly and knowledgeable members of shop go above and beyond to ensure that customers feel welcomed and valued.

I always bring my niece along when we visit the shop. The reason for this is that I feel incredibly welcomed and treated nicely at One stop superstore, unlike my experiences at other shops in the area. From the moment we step into the shop, the members of the shop greet us with warm smiles and genuine kindness. They always make an effort to engage with my niece, asking her about her day and recommending snacks that she might enjoy. This level of attentiveness and friendliness creates a positive and comfortable atmosphere for both of us. Not only do I appreciate the exceptional customer service, but I also feel confident in the responsible practices upheld by One stop superstore. They prioritise the well being and safety of their customers, which is evident in their responsible alcohol sales practices. It gives me peace of mind knowing that they take the necessary steps to prevent underage drinking and monitor intoxication levels. By granting One stop a premises license, we will be supporting a business that prioritises customer satisfaction and contributes to a positive shopping experience to the community.

Having to travel to the high road just to get our daily needs is quite inconvenient for me and my family. However, by having a shop like One stop superstore in our neighbourhood means that me and my family won't have to go through the hassle of traveling to the high road to get our daily needs. This means saving time, money, and energy that can be better utilised for other activities or spending quality time with my family. Furthermore, One stop superstore already has a reputation for providing excellent customer service and a welcoming atmosphere. If they were to expand their offerings to include alcohol and groceries, you can expect the same level of care and attentiveness when it comes to selecting and recommending the right products for the community. It would create more convenience for residents, reduce traffic congestion, and contribute to the local economy by keeping money within the neighbourhood.

I give all my support to One stop superstore's application for a premises license and request for the committee to take my support in consideration while making a decision over their application. Their commitment to responsible alcohol sales, exceptional customer service and community engagement make them an outstanding candidate for this license. Granting them this opportunity would not only benefit our community but also set a positive example for other businesses in the area.

Sincerely,

[REDACTED]

EALING ROAD  
WEMBLEY, HA0 4LL

[REDACTED]



BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX FOUR

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX FIVE

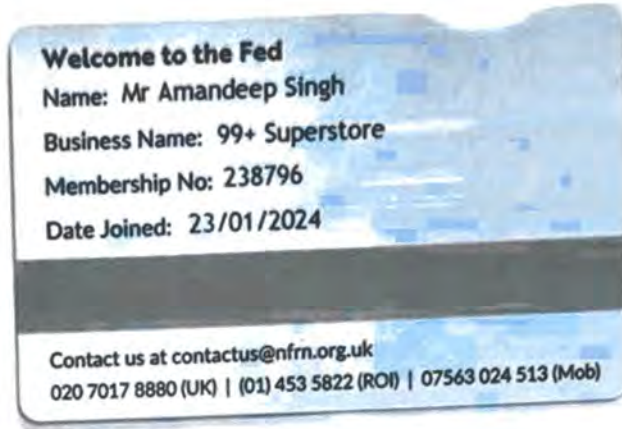


23/01/2024

Mr Amandeep Singh  
99+ Superstore  
284 Ealing Road  
Wembley  
HA0 4LL

Dear Mr Singh

Membership Number: 238796



Thank you for joining the Federation of Independent Retailers (the Fed). As National President and a fellow independent retailer, I would like to personally welcome you and look forward to supporting you in your business.

Your membership card is as enclosed. Please sign on the back of the card and keep it close at hand. It contains the numbers of our Contact Centre who can help you get the most out of your membership and maximise your member benefits.

The Contact Centre team is available 7 days a week - Monday to Friday 7am to 5pm, Saturdays and public holidays, 7am to 11am, and Sundays, 7am to 10.30am.

Please look out for a call from 07563 024513. That's our Contact Centre calling to welcome you as a new member. They can help you to identify the Fed member benefits that are most useful to you, so you get the most out of your membership as soon as possible! Do make a note of this number so you know it's us giving you a call.

Another key benefit Fed members enjoy is free access to legal advice and legal expenses cover up to £100,000 (subject to conditions). If you should need any legal advice ranging from trading standards, health and safety, employment to tax issues, the legal advice helpline is open 24/7, 365 days a year.

Here are the key numbers that our members find most useful. If you have any queries, please call our Contact Centre or email [contactus@nfrn.org.uk](mailto:contactus@nfrn.org.uk) in the first instance.

PTO

The Fed Contact Centre: 0207 017 8880 (UK) or 01 453 5822 (Ireland)  
Legal Advice Helpline: 0207 017 8880, option 3 (UK) or 01 437 3206 (Ireland)



The Federation of Independent Retailers,  
Ground Floor East Suite, Bede House, Belmont Business Park, Durham, DH1 1TW, UK  
UK: 0207 017 8880 | ROI: 01 453 5822 | [contactus@nfrn.org.uk](mailto:contactus@nfrn.org.uk)  
The Federation of Independent Retailers (the Fed) is the trading name of NFRN







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Android/iOS  
World's First Smart Keyboard Folio Compatible TAB Case

Bluetooth Keyboard  
World's First Smart Keyboard Folio Compatible TAB Case

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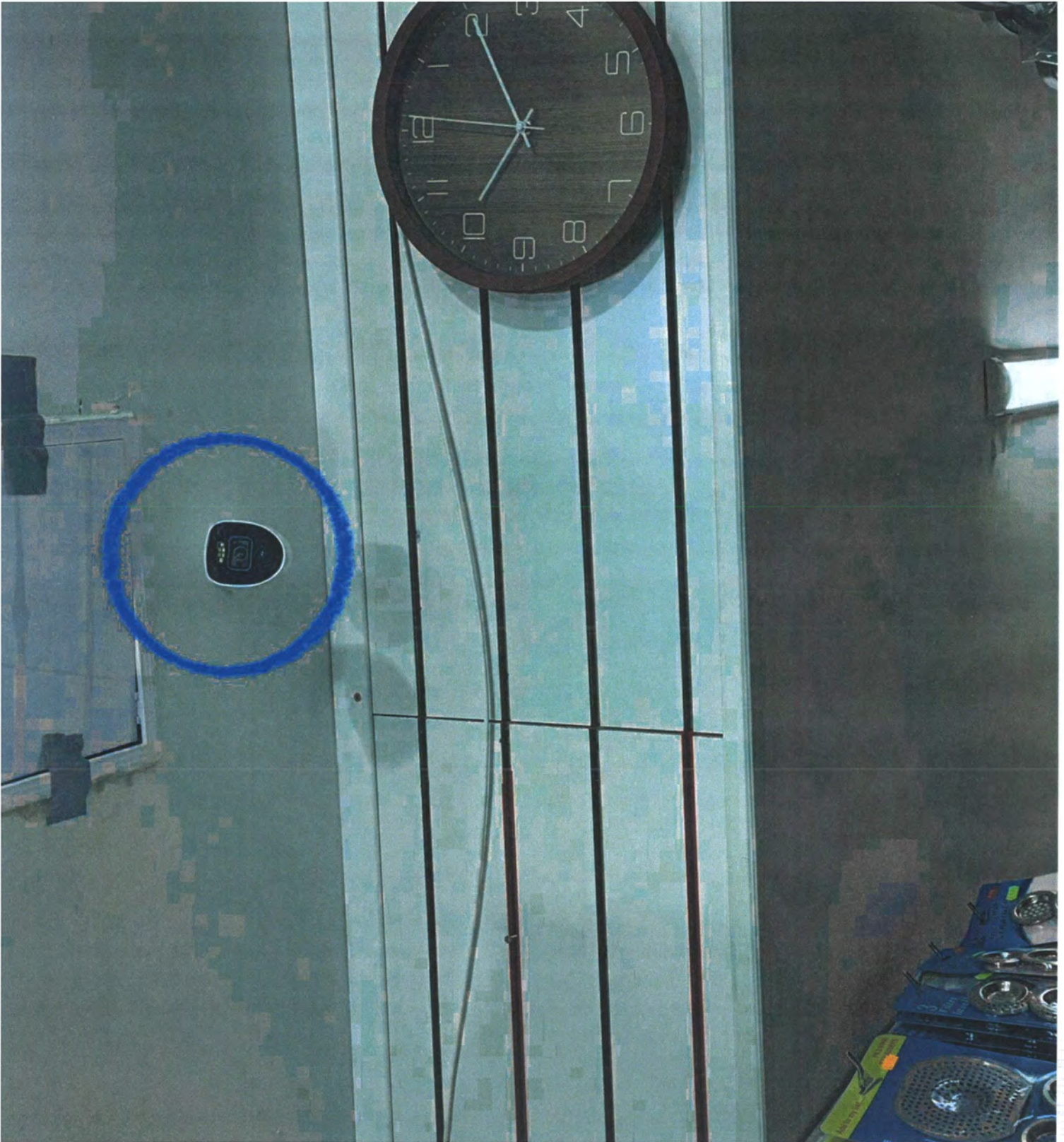
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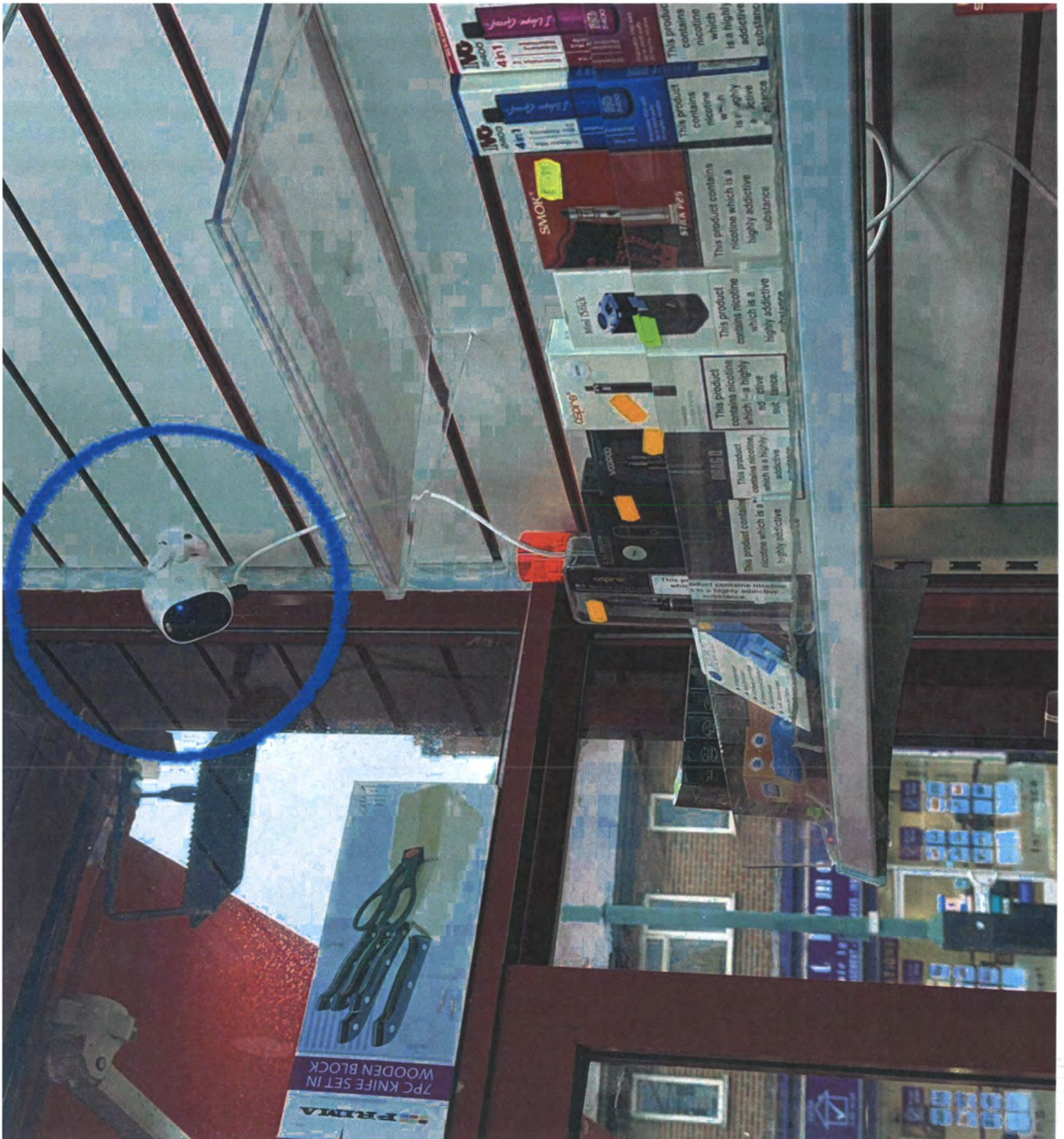




















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**STATEMENT OF WITNESS***(Criminal Procedure Rules, r. 16.2; Criminal Justice Act 1967, s. 9)*

URN

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Statement of: Constable Tobias Goldhill-Watts

Age if under 18: Over 18

Occupation: Police officer

This statement 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:



Date: 28 Jan 2024

I am the above named officer. I am a safer neighbourhood's officer in the Wembley Area. I am familiar with the Wembley Central Ward area and the Anti-Social Behaviour it is enduring as a result of alcohol and drugs. On patrolling that area, I have come across instances of blatant misuse of alcohol and drugs in the streets and surrounding alleyways in the Ealing Road area. I regularly see the impact that ASB is having on local residents and businesses.

The impact of ASB has led to a significant drop in public confidence and trust in the police and Brent Council. This means that residents have been reluctant to report instances of ASB.

However, when I have patrolled the streets, members of the public have approached me on multiple occasions, stating that they do not feel safe in their own neighbourhood, due to the rampant use of drugs and alcohol.

Nowhere is this more evident than in BOWRON'S AVENUE, which is just off EALING ROAD. This alleyway is strewn with empty alcohol cans, glass bottles, drug paraphernalia and litter. The cadre of individuals using this alleyway have caused damage to the property of nearby residents and have even attempted to conceal drugs in residents' gardens. Residents have told me that this cadre does not live in the area. Residents complain of the smell of urine outside their own front door.

The number of people gathering in BOWRON's AVENUE has led to officer safety issues. On one of these occasions, Sunday the 12th of November 2023, I needed to detain and search three people, while my colleague detained another two. My colleague found FIFTEEN INDIVIDUAL WRAPS of cannabis thrown into a resident's garden. This group included a visor nominal. I therefore believe that there is a link between this ASB and acquisitive crime. On the 28th of JANUARY 2024 at approximately 1845 HOURS, I attended BOWRONS AVENUE in plain clothes to take photos. I found NINE MALES in the alleyway who I believed to be engaging in ASB. After the males dispersed, I found FIVE cylinders and three bags of cannabis. I exhibit the image of this as TGW/01. Alongside this was piles of rubbish, including large quantities of empty beer bottles and cider cans.

This kind of behaviour is replicated in the alleyways behind businesses across EALING ROAD, including FRUITY FRESH and BARCLAYS BANK. Due to a perceived lack of action with regard to ASB, these businesses have stopped engaging with police to combat this issue or even report it. On the 28th of JANUARY 2024 at approximately 1900 HOURS I attended DOUGLAS AVENUE, where I found NINE males in their TWENTIES near the public toilets. One of whom was urinating against the wall of the public toilet, and the location was strewn with empty bottles and cans. Following this I went to the service road behind FRUITY

Signature:



Signature Witnessed by:

Continuation of Statement of: Constable Tobias Goldhill-Watts

FRESH where I found two males loitering, behind wooden pallets, and glass bottles and cans around the service road.

I later spoke to the manager at XXXXXXXXXXXX, who told us that broken glass had become a problem in that it had punctured the tires of vehicles using the service road. While speaking to the manager, I was approached and then surrounded by the same NINE MALES I had stopped outside the public toilet on DOUGLAS AVENUE, and a further TWO males from behind XXXXXXXXXXXX. It was clear that the males were attempting to intimidate me and my sergeant by invading our personal space, even after we had provided identification. I believe that if the males were willing to attempt to intimidate police officers, it is more than likely that they are willing to intimidate members of the public. The group's behaviour was undoubtedly fuelled by alcohol. This poses a serious threat to officer safety.

There are also issues on the northern section of EALING ROAD, near WEMBLEY HIGH ROAD. There we stop people drinking on the steps leading to station grove, on the junction with MONTROSE CRESCENT, in the bin sheds of CURTIS LANE and in the service road behind EALING ROAD off CHAPLIN ROAD. I visited this location at approximately 2000 HOURS on the 28th of JANUARY 2024 and found saw approximately FOUR people who I believed to be engaged in ASB. While walking down CHAPLIN ROAD I could see vomit and piles of empty cider.

As it stands, the area already feels lawless, especially in locations of the proposed licensing agreements. I believe that the implementation of any new licensing restrictions will contribute to a dangerous and poorly managed situation. The police and the council need to do better for the residents and businesses of EALING ROAD. That starts with making sensible decisions, like rejecting the proposed licensing agreements.

Witness Signature:



Signature Witnessed by:



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### WITNESS STATEMENT

**Criminal Procedure Rules, r 16. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B**

URN 

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Statement of: [REDACTED]

Age if under 18: Over 18 (If over 18 insert 'over 18') Occupation: N/A

This statement (consisting of 1 page(s) 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.

Witness Signature: ..... [REDACTED] ..... Date: 27/01/2024

I am a local resident and live just off EALING ROAD in the area of locations concerned and so I am providing a community impact statement on the potential new opening of a ONE STOP SUPERSTORE 284 EALING ROAD, WEMBLEY, HA0 4LL.

I strongly believe if the licence is approved this will have a detrimental impact on myself, the local community and businesses in the local vicinity.

We are currently having many issues in the area with groups of male street drinkers congregating on EALING ROAD, STANLEY CLOSE, WESTBURY AVENUE, and CLAYTON AVENUE WEMBLEY.

The groups of males are rowdy and throw and discard beer cans and bottles into residents gardens on a regular basis.

I have [REDACTED] that also live [REDACTED] and I do not feel the area is safe for the elderly children or the vulnerable due to the amount of street drinkers who are intimidating in the local vicinity.

On several occasions I have witnessed street drinkers urinating in residents gardens, on fences and in alleyways

The alleyways behind the shops and along the GRAND UNION CANAL are already littered with beer cans, despite the great efforts of the friends of the grand union canal who are out volunteering most weekends clearing the litter and putting bin bags out to prevent further littering.

This behaviour occurs in the evenings between 1700HRS and 2200HRS on a regular basis. I have reported street drinking several times in the past to Brent council and the police with CCTV/Images.

I feel EALING ROAD and the surrounding area, currently has more than enough venues selling alcohol.

The council and the police are already understaffed and overstretched and **we don't need to add fuel to the fire** by adding another licensed premises in EALING ROAD as this will cause even more anti-social behaviour on our streets

Witness Signature: ..... [REDACTED] .....

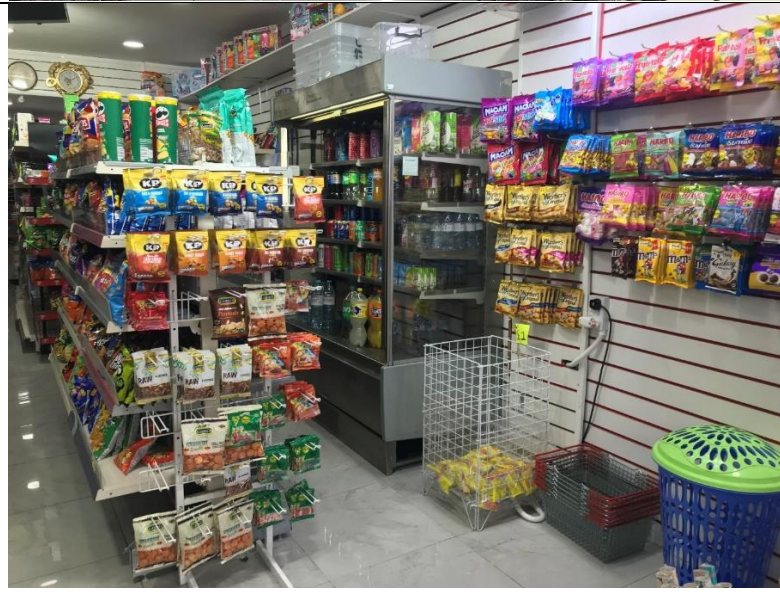
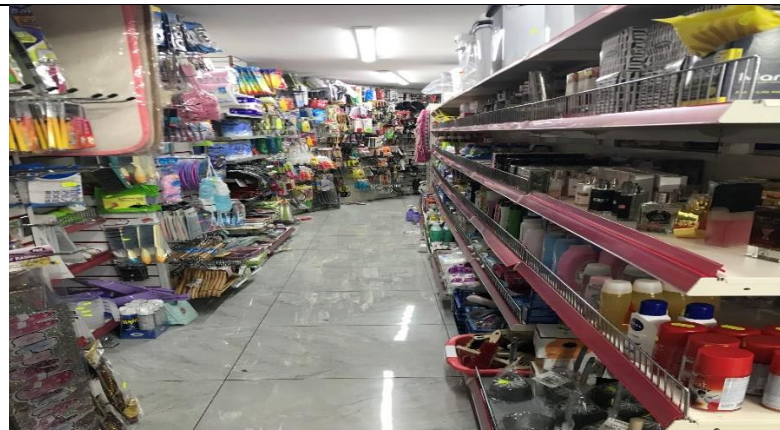
Signature Witnessed by Signature:..... [REDACTED] .....

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**Supporting evidence for Mohammed Serdouk representation-**

**One Stop Superstore, 284 Ealing Road, HA0 4LL – 30409**

The premises applicant primarily sells hardware, household goods and confectionery (Sweets and soft Drinks).





**Alcohol Premises near this location CIZ area.**



Alperton Point Food and Wines

Address: 290 Ealing Road  
HA0 4LL.

**Sale or Supply of Alcohol:  
Off the premises 24 Hrs.**



This 24 hrs off licence premises is located 3 doors away from the applicant on Ealing Road.





This off license is located opposite the applicant on.

4 Mount Pleasant, Wembley HA0 4LP

Sale or Supply of Alcohol: Off the premises.

**Mon- Sun from 06:30 to 23:30**



This premises is located 2 min away from the applicant location.

1 - 3, Atlip Centre, Atlip Road, Wembley, Brent, HA0 4LU

**Sale or Supply of Alcohol: Off the premises 24 Hrs**



This premises is located 3 min away from the applicant on:

Ealing Rd, Wembley HA0 4PE

**Sale or Supply of Alcohol: Off the premises Monday to Sunday 08:00 23:00**



**Evidence of street drinking and Dumped cans of beers by the bridge 3 min walk from the premises, opposite Alperton College.**



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