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The Licensing Authority

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Police representations to a New Premises Licence application for "Peaco Express Mart, 4 Library Parade, Craven Park Road, Harlesden, NW10 8SG".

I certify that I have considered the application shown above and I 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.

**Police Officer: Gary Norton
Licensing Team PC 2965NW**

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 act, in accordance with section 12 of the Licensing Act 2003.

Police licensing 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.

This application for "off" licence sales is of major concern to the police, as the premises sits right in the middle of one of ten areas in Brent deemed a "Cumulative Impact Zone" (CIZ). Brent Council Licensing Policy introduced CIZ's on 7th January 2020 in order to combat a rise in crime, disorder & public nuisance (such as ASB), with many instances being associated to alcohol use/abuse. The premises concerned is situated on a busy high street, with numerous other businesses and densely populated residential accommodation. It has a large volume of vehicular and pedestrian traffic throughout the day and into the night. In recent years, there has been a significant rise in crime & disorder, ASB, many incidents of which are fuelled and aggravated by alcohol and street drinking culture.

There are many studies reflecting the relationship between alcohol consumption/abuse with increases in ASB and violent crimes, as highlighted by such organisations as the Institute of Alcohol Studies. There is also evidence that the most disadvantaged of socio-economic groups (as

represented by some of the populous) that they are disproportionately at risk of alcohol-related violence.

There are already a number of "off" licences premises (not to mention those who offer "on" license services) within a short walking distance from Peaco. Does the area need to risk the addition of yet another premises to supply alcohol?

The conditions proposed by the applicant have some consideration given to the local area, but nothing exceptional in their nature to consider adding another "off" license premises to the CIZ.

More worryingly, I have concerns over the ability of the staff who will be dealing with the licensing responsibilities. I called the Designated Premises Supervisor, Ms. Weini Yohannes to discuss the licensing concerns and her understanding of the area.

Q. Are you the Designated Premises Supervisor for the E & E Mini Market t/as Peaco Express Market?

A. Yes

Q. Are you going to be involved in the day-to-day running of the premises and alcohol sales?

A. Yes.

Q. How long have you worked in the shop?

A. One year.

Q. I notice your DPS consent form states you live in Birmingham, is that correct?

A. I live here. I take test in Birmingham but live here now.

Q. Where is here?

A. London.

Q. Whereabouts in London, near the shop?

A. Yes.

Q. How long have you lived near the shop?

A. For about 1 year.

Q. What do you know about the Harlesden area in terms of local issues?

A. It's Okay.

Q. What about crime in the area?

A. It's Okay.

Q. What can you tell me about your licensing objectives?

A. I look for underage, if they look 20.....err, 21, I don't sell it. I don't give to drunks and I look after health and safety.

Q. What age verification measures will you take at the shop?

A. Look at customer, if he look under 21 years, I don't sell alcohol.

Q. Do you know the shop is in a Cumulative Impact Zone? A CIZ?

A. Errr, a what?

Q. A cumulative impact zone, it's a mouthful I know. We call it a CIZ, do you know what it is?

A. No I don't.

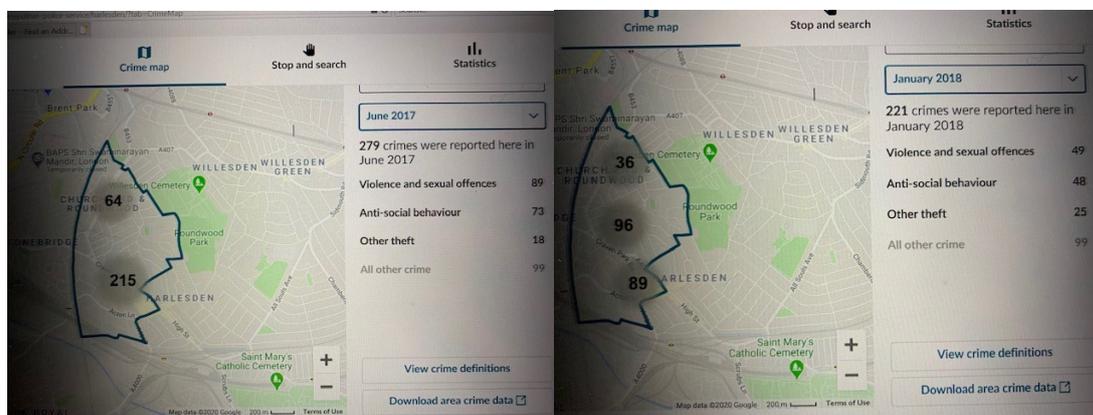
Q. One more question, what are the four licensing objectives?

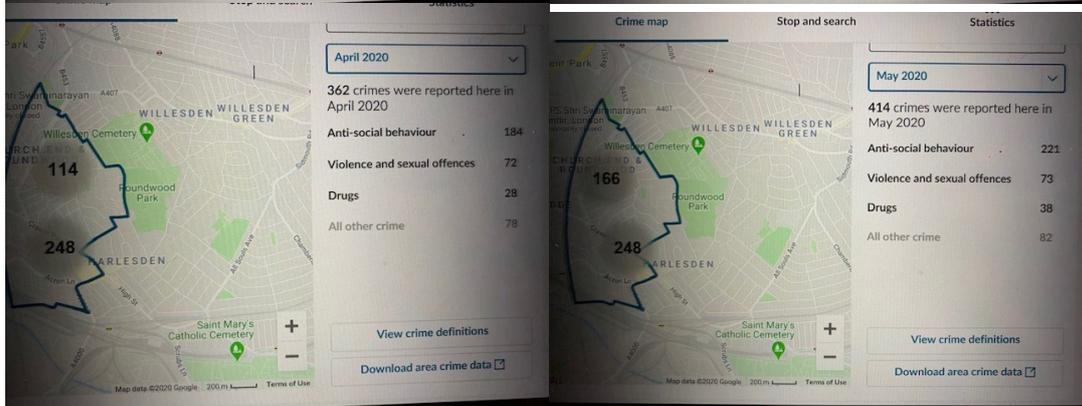
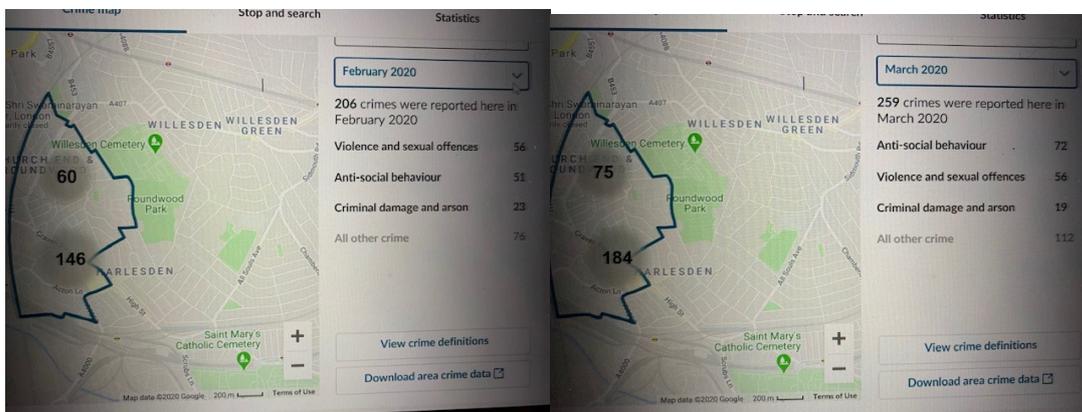
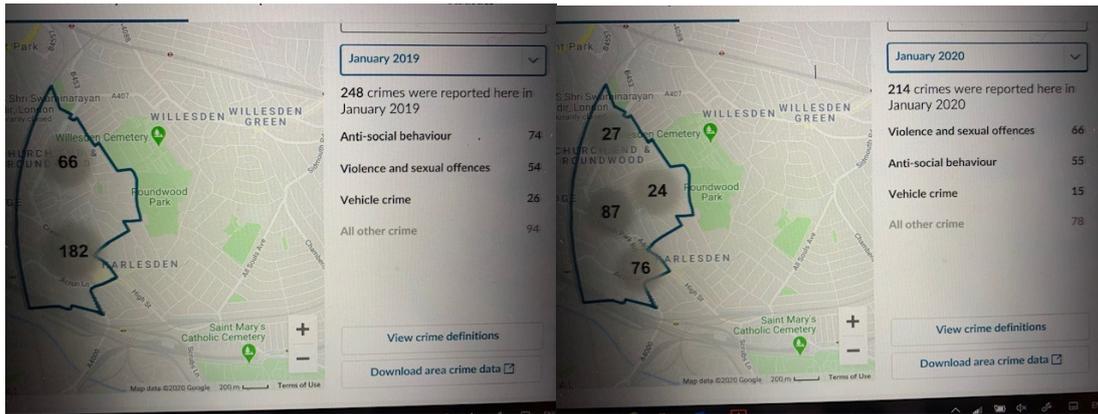
A. Don't sell to underage. Errr, no sell drinks....Keep customer...

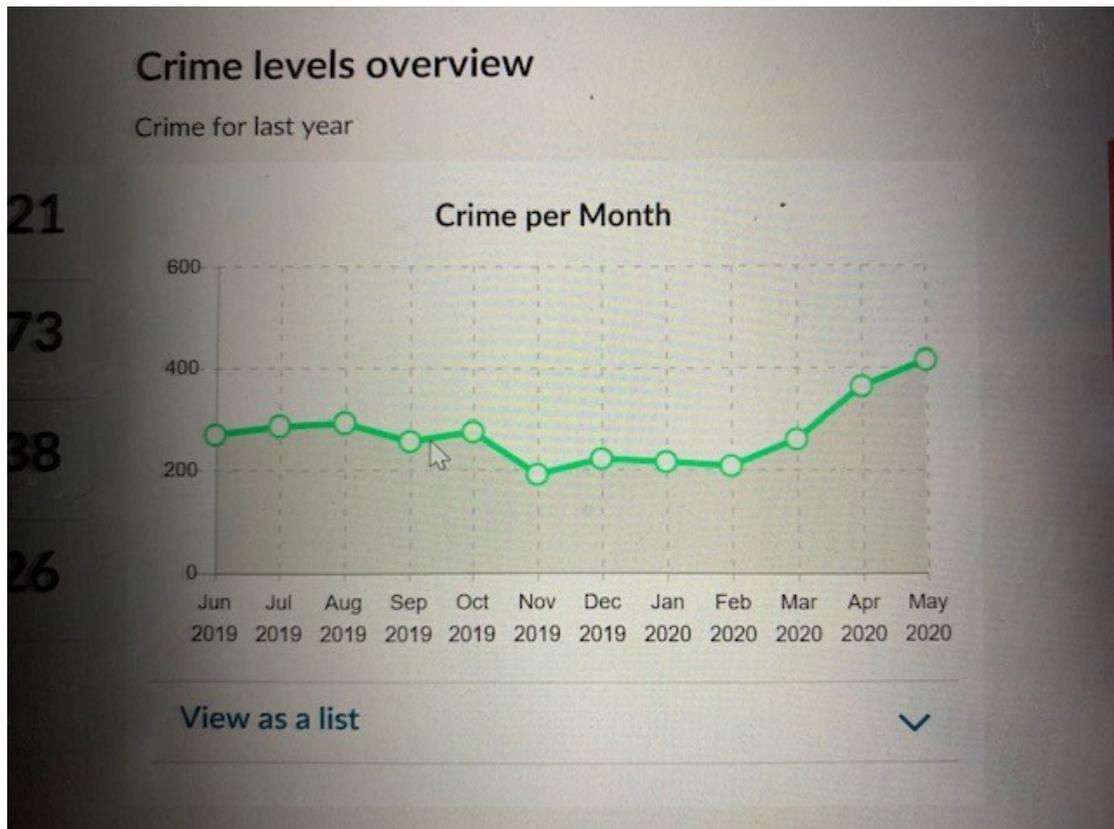
This is very worrying and as I have noted from Brent Council representations, a very similar vague set of responses to their telephone queries conducted some days ago. The application has the benefit of the agent's advice and knowledge, but the applicants themselves clearly don't have the required knowledge of their licensing responsibilities, or a grasp of the ongoing problems they would face in the Craven Park Rd area. Another "off" licence premises in the area in these circumstances would be like adding fuel to the fire.

The age verification measure on the application show a Challenge 25 policy, not 20 or 21. I am also confused by the DPS consent form as well as the premises licence application confirming her address as being in Birmingham. It is signed and dated June 2020 and states the DPS is living in an address in Birmingham, yet she claims she has lived in London for a year.

The following figures show crime and ASB offences from June 2017 to present day, as shown on "Police.uk" website.







The continued rise of crime and ASB fuelled by ongoing issues such as alcohol and drugs continues and Police have faced drastic financial cuts for the past ten years, resulting in a significant fall in officer numbers. Further funding cuts of £110M were recently announced by the Mayor of London. Now more than ever, we need strict controls put in place, such as CIZ protection, to prevent further increases in existing licensing issues.

All too often, as in the case of this application, the professional representation by the agent acting on behalf of the applicants shows it's a thin veneer to cover the shortfalls in the actual parties that will be left in charge of the business.

Therefore, the Police licensing team oppose the granting of this premises licence.

Yours Sincerely,

Gary Norton 2965NW
Licensing Constable – Brent Police