

E & E Mini Market Ltd
4 Library Parade,
Craven Park Road
NW10 8SG
29TH June, 2020

Rep- 01
c/o Regulatory Services
Brent Council
Business.licence@brent.gov.uk

Dear Sir / Madam,
Re: Objection to The New Premises Licence Application for: E & E Mini Market Ltd; 4 Library Parade Craven Park Road NW10 8SG

This is to acknowledge the receipt of your objection dated 27th of June 2020, in respect of the above-named application.

We have read the Council's Licensing Policy as published in 2020, indicating that the Harlesden area falls in the Cumulative Impact Zone (CIZ).

We wish to appreciate your concerns regarding the contributions of the number of off Licences on ASB especially, Street Drinking in the area. On the basis of this therefore, we wish to reiterate that granting the Premises Licence will not negatively impact on the vicinity. We shall achieve this by identifying with the Council's Policy on the voluntary ban on high strength alcoholic drinks. This is to effectively tackle the problems associated with street drinking.

We will also adopt and implement Brent Council's Policy on street drinking. To further demonstrate our resolve in promoting the Licensing Objective of The prevention of Public Nuisance, we have proposed a comprehensive set of conditions extracted from the Council's Pool of Model Conditions as follows:

1. 'Challenge 25' shall be adopted as the Age Verification Policy. The Age verification documents shall be International Passport, Photocard Drivers Licence, or Photographic ID with the PASS Hologram.
2. 'Challenge 25' Notices should be prominently displayed at the entrance, where alcohol is displayed and at the counter.
3. Alcohol shall be located so as to be directly supervised by counter staff.
4. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the PremisesLicence Holder shall

ensure that all alcohol within the premises is secured behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by shop assistants and customers.

5. The premises shall not sell Ales, Beers, Lager, Cider, or similar above **6%** ABV (Alcohol by Volume)
6. There will be no sale of white cider in bottles larger than 750ml at the premises
7. The Premises shall not sell or supply miniatures bottles of spirits of 50ml or less.
8. There will be a minimum sale of 2 cans/ bottles of beer, cider or similar.
9. There shall be a notice at the exit that customers are not allowed to congregate within the external areas of the Premises.
10. No bottles of beer lager or cider will be opened for customers.
11. For deterring and detecting crime at, and immediately outside licensed premises, a **CCTV** System shall be installed. The CCTV shall be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition, head and shoulder image of anyone entering the premises. (A CCTV System has already been installed)
 - i. Cameras shall encompass all ingress and egress to the premises, outside the premise, fire exits and all areas where the sale and supply of alcohol occurs.
 - ii. Equipment must be maintained in good working order, correctly time and date. Stamped, recordings **MUST** be kept on the hard drive and kept for a period of 31 days and handed to police upon request.
 - iii. 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 to the Police and Local Authority upon reasonable request.
 - iv. In the event of technical failure of the CCTV Equipment, the Premises Licence Holder or DPS must report the failure to the Police Licensing Officer within 24 hours unless the CCTV will be repaired before that time within 7 days the latest.
11. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises is secured behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by shop assistants and customers.
12. A Refusal / Incident report book shall be kept at the premises; this shall include any decision to refuse access, any attempt to make an underage

purchase, any incident of crime and disorder in or about the premises, incidents of fire and fire alarm activations, etc. This book shall be available for inspection by an authorised officer of the council or a Police Officer, upon request and it must contain the following details:

- i. Day, Date and time of refusal / Incident
- ii. Nature of refusal / Incident and reason
- iii. Details of or description of the Individual.
- iv. Each entry is to be checked and signed by the designated premises supervisor (DPS) on the day of the event.

We also wish to inform you that the retail sale of alcohol shall compliment the sale of groceries and other items sold at the premises. It is to be appreciated that the business serves a small fraction of the ethnic minority population in the Council area.

We hope the above has sufficiently addressed the issues raised.

Thanking you in anticipation for your consideration.

Yours sincerely,

Olu Olusola

(Licensing Consultant)

For: E & E Mini Market Ltd