

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

*(a) all crimes reported to the venue*

*(b) all ejections of patrons*

*(c) any complaints received*

*(d) any incidents of disorder*

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

*(f) any faults in the CCTV system*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thanking you in anticipation for your consideration.

Yours faithfully,

**Olu Olusola**

(Licensing Consultant)

For: E & E Mini Market Ltd