

E &E Mini Market Ltd
4 Library Parade,
Craven Park Road
NW10 8SG
23rd July 2020
Your Ref: NW/215/20/2965

Attention: PC Gary Norton
Gary.L.R.Norton@met.police.uk

Dear PC Gary,

Re: Police Representations to a New Premises Licence for: Peace Express Mini Market. 4 Craven Park Road, HarlesdenNW108SG

This to acknowledge the receipt of your representation dated the 9th of July 2020, in respect of the above-named Premises on the following Licensing Objectives:

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

It is to be noted from the application form that the area was acknowledged as one of the 10 areas designated as a CIZ, on the 7th of January, 2020 by Brent Council. Hence, our participation in Brent's Council voluntary ban on the sale of high strength alcohol.

It was also highlighted in your representation that there are a quite number of "off" licences within a short walking distance from Peaco. It is imperative to note and appreciate the fact that Peaco Mini Market targets the Ethnic minority of North African descent, and it will not be ideal after carrying out shopping for their ethnic food/groceries to go to another shop for their alcohol needs.

We have proposed some conditions extracted from Brent's Council's Pool of model conditions and you have considered these as not exceptional in nature, I wonder then why these conditions were put together if they were **not fit for purpose**. In addition, we have adopted the conditions proposed by the Licensing Officer in her representation (Though some of it overlaps with our proposed conditions)

You also indicated your concerns regarding the ability of the staff who will be dealing with the licensing responsibilities when you spoke to the proposed DPS – Ms Weini Yohannes on the phone.

I wish to state here that, Ms Yohannes's second language is English, and there is a tendency for her to be lost in conversation whenever English is spoken at a fast speed.

You also brought to fore the telephone interview Ms Yohannes had with the Brent Council's Representative and her responses were classified as vague. Again, this is based on the fact that the questions were not properly explained to her in clearer terms. The quality of her eloquence in English Language should not be a yardstick for her ability to manage a retail outlet in a CIZ. It is confirmed that Ms Yohannes lived at Birmingham, but she now resides at Harlesden few minutes away from the Shop Premises. She has been living here for almost a year now. Although, some members of her family still reside at Birmingham.

In as much as we commend the effort of the Police at protecting the CIZ in reducing ASB, Drugs and other violent crimes in the area, this premises is unique, because it caters for the ethnic minority cultural needs of the people of Northern African descent.

On this basis, I employ you to give the premises an opportunity to compete favourably with other competitors which will have an edge over them if the licence is not granted.

Yours sincerely,

Olu Olusola

(Licensing Consultant)

For: E & E Mini Market Ltd