
Mr M S Kapoor
Personal Licence Courses UK Ltd
145 Station Road
West Drayton
UB7 7ND

18th December 2020

Our Ref: 20297

Dear Mr Kapoor,

Licensing Representation to the Initial Application for the Premises Licence at 490-492 Neasden Lane North, NW10 0DG

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; and
- the protection of children from harm.

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. In

particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

Neasden Town Centre have been identified as one of ten Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Statement of Licensing Policy states: -

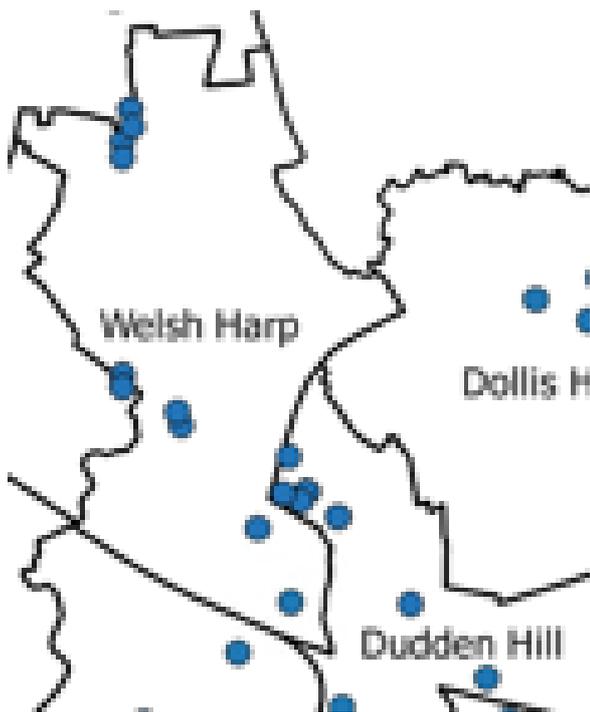
Neasden Town Centre

There is a suitable level of evidence and justifies introducing a CIZ for off-licences. It is an area of high harm crime. It is proposed that a CIZ be introduced for the whole of the Neasden Town Centre, including Neasden Lane North, Neasden Lane, Blackbird Hill and Birse Crescent.

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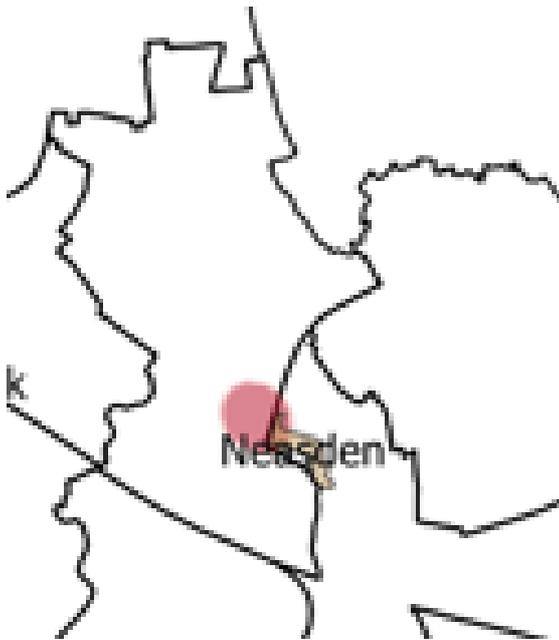
Street Drinking Hotspots

There are relatively few calls to police specifically about street drinking. This may be because they are recorded as other ASB types such as littering or noise. Between 01/06/2017 and 31/05/2018, there were only 53 calls to police. The following year, there were 142. This represents an increase of 168%. Part of this increase may be attributed to callers being aware of the borough wide PSPO on drinking in public which came into effect in October 2017.



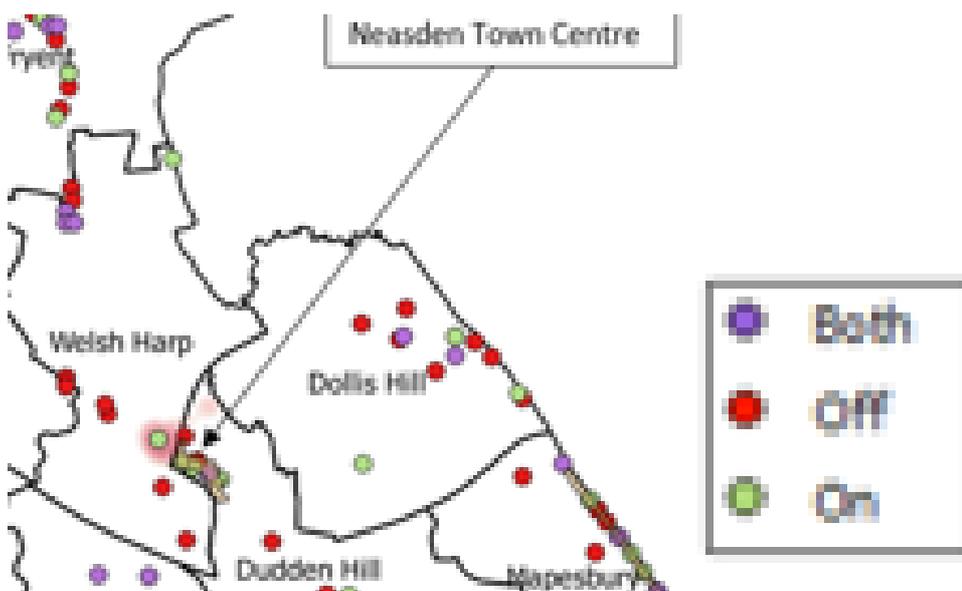
Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019

Hotspots in Brent in Ambulance and Police alcohol flagged call out data



Alcohol-related ambulance and Police calls between 01/06/2017 to 31/05/2019

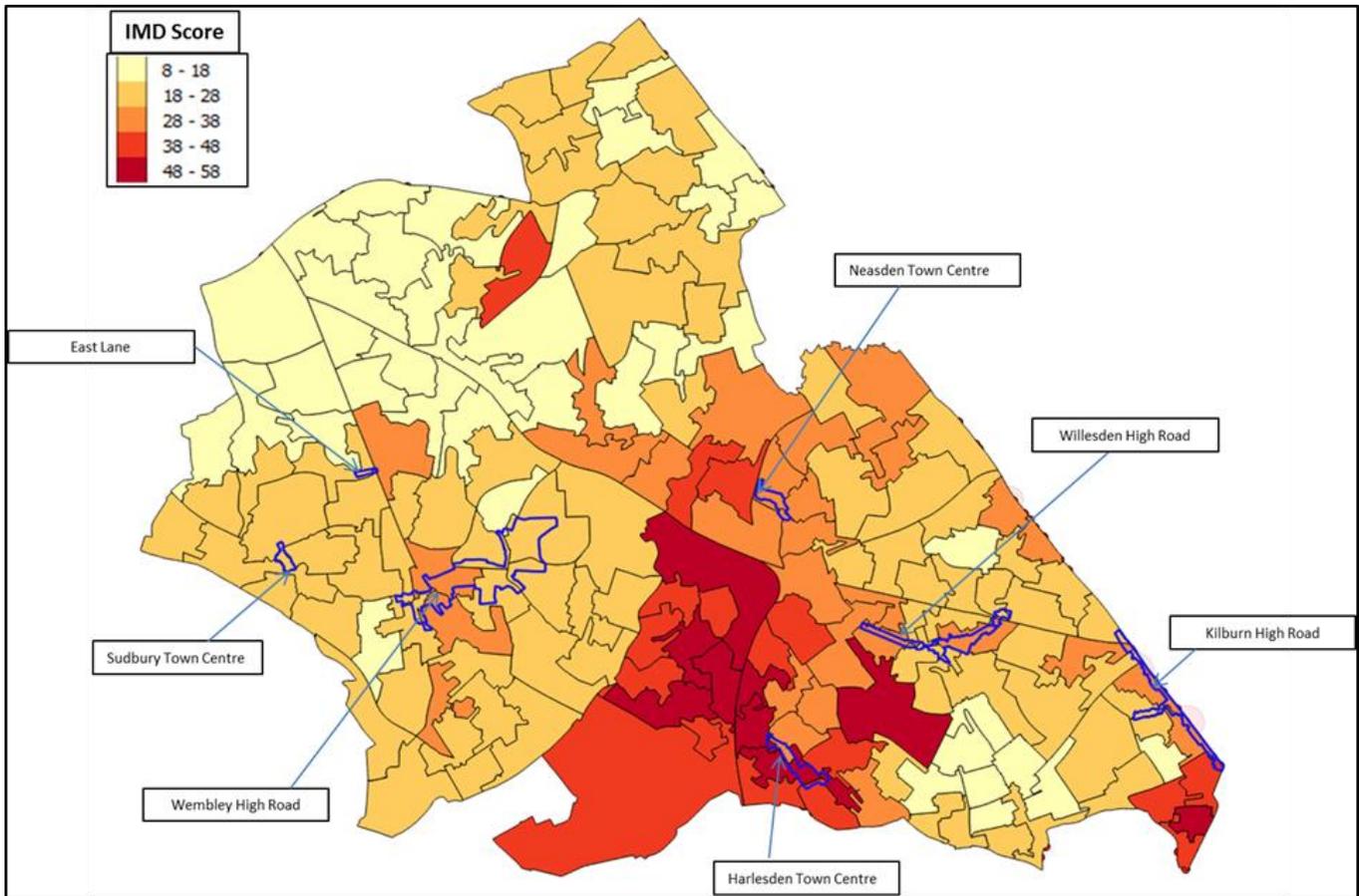
Hotspot of Violence with Injury Crimes



All violence with injury crimes between 01/06/2017 and 31/05/2019

Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The Index of Multiple Deprivation is made up of income deprivation, employment deprivation, education, skills and training deprivation, health deprivation and disability, crime, barriers to housing services and living environment.



Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The purpose of the CIZ in Neasden Town Centre is to address the issues mentioned above.

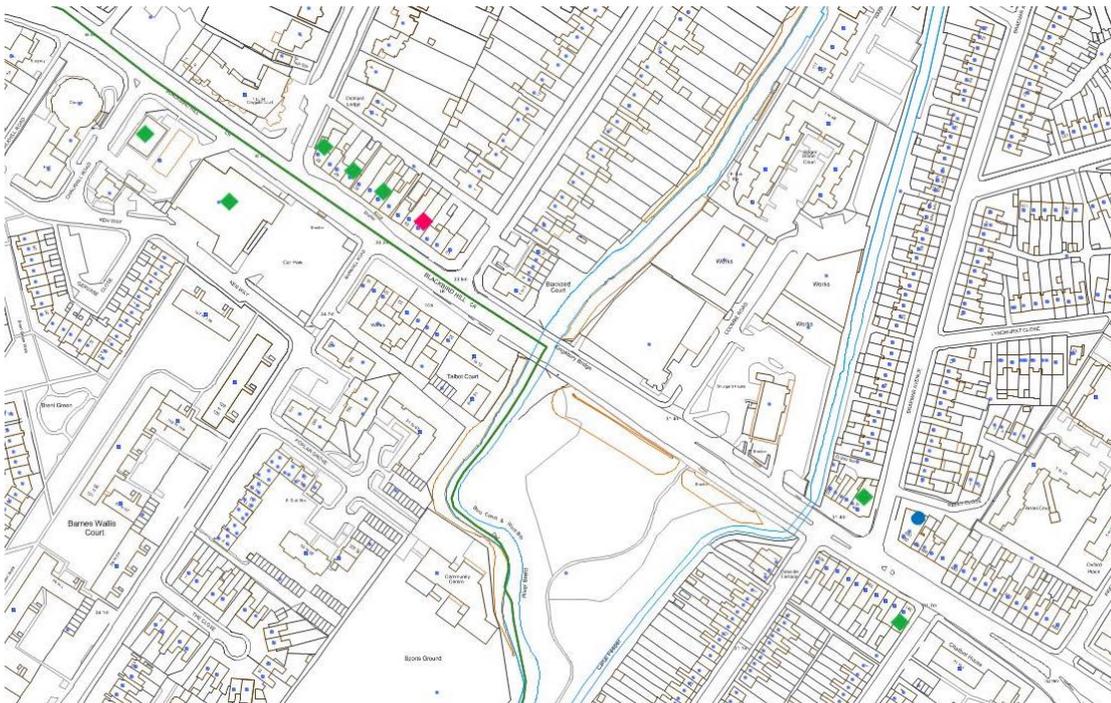
The Premises

The premises, namely 490-492 Neasden Lane North, NW10 0DG falls within one of Brent’s ten CIZs.



490-492 Neasden Lane North, NW10 0DG

Neasden town centre consists of a medium sized parade of shops that run along Neasden Lane to Neasden Lane North which is just off the North Circular Road. The premises is located on a road with heavy traffic and surrounded by residential dwellings. Neasden Lane North merges into Blackbird Hill. The town centre is primarily in Dudden Hill ward and in an area of medium to high levels of deprivation.



NEW PREMISE LICENCE

490 – 492 NEASDEN LANE NORTH



OFF Licence

- | | | |
|----|--|-----------------------------------|
| 1. | 494 - 496 Neasden Lane North, London, Brent, NW10 0EA | (1 min walk – 210 feet) |
| 2. | 391 Neasden Lane North, London, Brent, NW10 0EA | (2 min walk – 341 feet) |
| 3. | Lidl, 4 - 14, Blackbird Hill, London, Brent, NW9 8SD | (6 min walk – 0.3 miles) |
| 4. | BP Filling Station, 2, Blackbird Hill, London, Brent, NW9 8SD | (7 min walk – 0.3 miles) |
| 5. | 25 Blackbird Hill, London, Brent, NW9 8RS | (5 min walk – 0.3 miles) |
| 6. | 31 Blackbird Hill, London, Brent, NW9 8RS | (5 min walk – 0.2 miles) |
| 7. | 37 Blackbird Hill, London, Brent, NW9 8RS | (5 min walk – 0.2 miles) |



BOTH Licence

- | | | |
|----|--|-----------------------------------|
| 8. | 45 Blackbird Hill, London, Brent, NW9 8RS | (4 min walk – 0.2 miles) |
|----|--|-----------------------------------|

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 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

On Monday 14th December 2020, I conducted a visit in the area and noted the premise is currently closed.

On Friday 18th December 2020, I spoke to Mr Omar Imtiaz Ahmed via telephone to obtain further information related to the application.

The following questions were asked and recorded below:

Esther Chan (LA): When did you take over the business?

Mr Ahmed: I have recently signed the lease.

Esther Chan (LA): Are you the business rate payer?

Mr Ahmed: I have to contact Brent Council.

Esther Chan (LA): When do you intend to open the premise?

Mr Ahmed: After New Year (2021).

Esther Chan (LA): What sort of goods and services will you provide?

Mr Ahmed: It will be a convenience store, which supplies international goods including fresh bakery and fruit and vegetables. Services would include, mobile phone, Oyster card and utility top-ups and National Lottery.

Esther Chan (LA): Will you supply beers, lagers and ciders over 5.5% abv?

Mr Ahmed: The agent has informed me that I may not be able to supply high strength alcohol and miniatures. I understand and can adapt to that. I want to bring up the area.

Esther Chan (LA): If the application for the premise licence is refused, will this affect your business?

Mr Ahmed: Yes, it is convenience shopping. I would like my customers to shop under one roof. Neasden Shopping Centre is a long walk.

Esther Chan (LA): Are you are aware the premise fall in a CIZ?

Mr Ahmed: I have seen it on Brent Council's website.

Esther Chan (LA): Can you explain what a CIZ is?

Mr Ahmed: I understand you don't want nuisance in the area and people drinking in the street.

Esther Chan (LA): What do you know about the area?

Mr Ahmed: Residential area. There are ethnic minorities in the area. There are two off licences on the opposite side. McDonalds is close by, which operate 24/7. The main road links to North Circular and Wembley.

Esther Chan (LA): What makes your business unique?

Mr Ahmed: I will be spending £200k on the business. Other shops are over-priced. I will sell fresh bakery, fruit and vegetables. I will be providing jobs in the local area.

Esther Chan (LA): When did you obtain your personal licence?

Mr Ahmed: I have completed my exam, I need to get an update from my agent.

Esther Chan (LA): Can you explain the four the licensing objectives?

Mr Ahmed: Protecting Children from Harm, selling alcohol to minors, asking for ID. Public Nuisance, no rubbish, not permitting people to loiter outside the shop. Public Safety, I will install fire alarms and fire extinguishers. Prevention of Crime and Disorder, I will install CCTV cameras and train staff.

Esther Chan (LA): Do you have experience in running an off licence/supermarket?

Mr Ahmed: My family has been in the supermarket trade for 30-40 years. I have worked in supermarkets since I left secondary school.

Esther Chan (LA): How many staff will you employ?

Mr Ahmed: 6-10 members of staff.

Esther Chan (LA): Who will be responsible for training the staff?

Mr Ahmed: I will be responsible for the training and management will be mainly family members.

Esther Chan (LA): Explain your age verification policy?

Mr Ahmed: We will adopt a Challenge 25 policy.

Esther Chan (LA): Will you be happy to reduce the hours for the supply of alcohol?

Mr Ahmed: Yes

Operational Plan, Training Manual & 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.

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 to street drinking in 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.

Although the applicant mentions he has experience in running a similar premises in the past, 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 by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority’s opinion is not adequate when the application does not demonstrate what is being put in place in order to avoid further cumulative impact. Adding an additional off licence to the eight that already exist in the immediate area, will no doubt be detrimental to the local area.

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, lager 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.
25. No 'Off Sale' deliveries permitted at any time.

Reduction of Hours

Supply of Alcohol

Sunday to Saturday – 09:00hrs to 23:00hrs

Hours Open to Public – No Change

Yours faithfully

A handwritten signature in black ink, appearing to read "Esther Chan". The signature is written in a cursive, flowing style.

Esther Chan
Licensing Inspector
Regulatory Services