



**METROPOLITAN  
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***Your Ref: 30418***

***Our ref: 01QK/907/23/1187NW***

***Date: 09<sup>th</sup> January 2024***

**Police representations to the application for a new Premises Licence for 'DEVI Cash & Carry, 52A, Ealing Road HA0 4TQ'**

**Police certify that we have considered the application shown above and 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.**

**Officer: PC Brendon MCINNES  
Licensing Constable 1187NW**

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 Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

**The Application**

The application is for a new Off License / Cash & Carry on Ealing Road, Brent. Applicant is proposing to be a grocery convenience store, lottery, parcel services and supplying soft drinks, confectionary and alcohol for off sales.

The applicant is asking for venue to be open from 08.00 hours to 23.00 hours Monday through to Sunday. The sale of alcohol is requested from 08.00 hours to 23.00 hours Monday through to Sunday.

The application quite rightly states that the venue is located within one of Brent's Cumulative Impact Zones (CIZ).

### **Cumulative Impact Zones**

Brent Council Licensing Policy introduced CIZ's on 7<sup>th</sup> January 2020 in order to combat a rise in crime, disorder, public nuisance, anti-social behaviour and street drinking all of which is fuelled by the sale and consumption of alcohol

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 local populous) that they are disproportionately at risk of alcohol-related violence.

### **Police Representations**

Ealing Road already has a number of convenience stores, off licences and supermarkets that already supply what a Cash and Carry would expect to provide. This community does not require another venue selling alcohol which will only fuel to the street crime, ASB and create price wars between rival off licenses.

Licensed premises on Ealing road already contribute to street drinking where the customers will buy alcohol and then congregate in 'One Tree Hill Recreational Ground' where the empty cans and bottles along with other litter is discarded in the park causing nuisance to the local residents.

**The applicant is for a 'standard' off license / cash and carry store with no 'speciality' theme or products. I see no benefits in adding another bog standard off license/ cash and carry to Ealing Road.**

**Taking into account of Police concerns and guidance related to CIZ's given in the Brent Council guidance; the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives.**

**The Police licensing team oppose the granting of this premises licence.**

Yours Sincerely,

**PC Brendon MCINNES  
NW BCU - Brent Licensing  
Brendon.McInness@met.police.uk**