

**From:** greenhill licences  
**Sent:** 12 January 2024 10:50  
**To:** Brendon.McInness@met.police.uk; Serdouk, Mohammed  
**Cc:** Legister, Linda ; Business Licence <business.licence@brent.gov.uk>; Esther, Chan  
**Subject:** Re: Devi Cash and Carry - application

To Responsible Authorities,

Thank you for your emails . We wish to respond to the representations made .

As you may know ,the applicant is very experienced in business, in particular in the retail convenience store with off licence area .He already runs a store in the CIZ.

He understands the seriousness of this application .Therefore agrees with all proposals made , to form part of the mandatory conditions.  
He and his employees are refreshing their training regularly, and proposes to be a responsible retailer.

When you take this store size into consideration ,only a small section by percentage terms is allocated to alcohol, and this is located on one side ,so CCTV (1 month recording ) and staff can observe. This behind the counter and along the same wall .

This is primarily a grocery convenience store.

The sale of alcohol is a addon service ,which all stores that sell lottery, soft drinks, confectionary foods and non food household goods ,grocery.

We believe the Licensing objectives will not be undermined , due to the fact the store will not promote or sell any high strength beers/lagers, or single cans .

The store wishes to open less hours than some other stores in the area.

The applicant proposes to put A4 posters on display , Namely:  
Challenge 25 , Proxy sales , No ID, NO SALE . CCTV monitoring  
Street Drinking Not Permitted ( this Notice will be also in local ethnic languages).

We hope you will reconsider you decision, we are more than happy to arrange a meeting  
or have additional conditions should this be required. Our intentions at the outset was to engage with the responsible authorities to explain how the store will be run.

We await your response . Thank you.

Regards,  
Anil  
Greenhill Licences