

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

SKELETON ARGUMENT ON BEHALF OF THE APPLICANT

INTRODUCTION

1. The Applicant, Mr Amandeep Singh Dhall and his family, have traded from this premises for a period of approximately 3 years. The premises is a family run business that currently trades as a hardware and household good business. The business serves the local community and has a reputation for friendliness and professionalism.
2. Family members who will be integral to the operation of the premises, have experience working in general retail and selling alcohol without any issue.
3. As for all 'bricks and mortar' premises, trading is difficult, especially in competing with larger superstores. It goes without saying that local shops need to sell what its customers want. The applicant is seeking to expand the range of products it currently sells to fill a customer need for a well run and managed general store selling a full range of groceries, including alcohol. It is intended to trade the premises under the name 'One Stop Superstore'.
4. The proposed offer distinguishes itself from the other two premises in the vicinity selling alcohol as follows:
 - a. Unlike the other two shops, where the offer is based predominantly on alcohol and snacks, the applicant will offer a wide range of groceries, including fresh produce, specialty items catering to the demographic make-up of the community, organic and health foods and products catering for specific dietary restrictions.
 - b. The applicants will provide customers with the option to purchase groceries in bulk, allowing them to save money on their grocery expenses while also promoting sustainability.
 - c. The applicants are already well known locally for excellent customer service. Staff are well trained staff to go above and beyond to assist customers, answer their questions, and ensure their shopping experience is pleasant and convenient. A comprehensive training package relating to sale of alcohol has been put together and all staff fully

trained prior to sales of alcohol taking place. A copy of this package can be found at

APPENDIX ONE

- d. The Premises will offer bus card top-ups and sales, allowing customers to conveniently manage their travel expenses.
 - e. The applicants plan to partner with Everi, a reputable parcel delivery provider. Customers will be able to drop off and collect parcels at the premises, saving them time and ensuring the safe and secure delivery of their packages. In addition, the applicants have recently approached Hermes, a leading parcel delivery company to partner with them allowing customers can drop off and collect parcels at our store using Hermes' services.
 - f. The Applicants have recently engaged with InPost to provide a locker at the premises. This secure and convenient system will allow customers to send, receive, and return parcels at any time, providing flexibility and peace of mind. The InPost locker will be accessible 24/7, ensuring that customers can collect their parcels at their own convenience.
 - g. The applicant currently operates a PayPoint service, to allow customers to easily pay their utility bills, top up their gas and electricity meters, and make other essential payments. An additional service for British Gas payments will be offered.
 - h. Mobile top-up services are provided, allowing our customers to conveniently recharge their phones and stay connected.
5. The new licence application seeks to cater for a target customer base of individuals who enjoy the convenience and comfort of shopping locally without having to drive to or attend large supermarkets. This includes busy professionals, individuals who support local operators and customers who for health reasons prefer a quieter shopping environment away from busy large-scale supermarkets. The applicants have offered steps in the operating schedule to ensure that the offer does not cater for street drinkers or intoxicated customers. Likewise the hours proposed will not cater for the 'after pub' crowd.
6. The applicants plan to offer a wide variety of multipacks of beer and cider. This will include popular brands, craft beers, or specialty selections catering to local customer demographic. Part of the offer will be low and no ABV products for customers who prefer low alcohol or alcohol free options. Miniatures and other high-strength, low cost, products that appeal to street drinkers will not be sold. The focus is on promoting responsible consumption. By targeting customers who enjoy their drinks at home and promoting responsible consumption through the product selection, the aim is to avoid attracting street or problem drinkers, in line with the Brent policies on responsible operation and the applicant's reputation as a responsible retailer.

7. To this end, the Applicant has taken on board the majority of the proposals from the Licensing Enforcement officer in their representation and has proposed an updated and substantial operating schedule of conditions. A copy can be found at **APPENDIX TWO**.
8. It is to be noted that no residents have made representations against this application. Indeed, a significant number have taken time to sign a petition supporting the application and others have taken time to write to the Licensing Sub-Committee in support of the application. The letters can be found at **APPENDIX THREE** and the petition (redacted- although the unredacted version can be provided to the Licensing Sub Committee on request) at **APPENDIX FOUR**.
9. CCTV and a till prompt system have been installed at the premises, including a panic button for staff. Photos can be found at **APPENDIX 5**.

POLICY

10. The premises sits within Brent's Ealing Road CIZ. As a matter of record, the council still publishes online via google search a version of the current licensing policy and cumulative impact assessment from November 2022 that indicate the premises would not be included within the cumulative impact zone. However, it is accepted for the purposes of this skeleton that the premises are within cumulative impact albeit this was not clear to the applicant at the time of making the application.
11. Policy 5 in the Brent Statement of licensing policy states:
'The Council expects and encourages applicants applying to operate between the hours of midnight and 10:00 am to consider and assess the potential risks in the locality and how the premises operation can promote the licensing objectives as part of their application.'

In this case the applicant has applied to provide licensable activities between 09:00 and 22:00 daily- well within the policy framework hours noted above.

S.182 Guidance under the Licensing Act 2003

12. Paragraph 14.28 of the Guidance states:
'While the evidence underpinning the publication of a CIA should generally be suitable as the basis for a decision to refuse an application or impose conditions, it does not change the fundamental way that decisions are made under the 2003 Act. Each decision in an area subject to a CIA therefore still needs to be made on a case-by-case basis and with a view to what is appropriate for the promotion of the licensing objectives. Importantly, the publication of a CIA would not remove a licensing authority's discretion to grant applications for new licences or

applications to vary existing licences, where the authority considers this to be appropriate in the light of the individual circumstances of the case.'

13. Para 14.44 states:

'A CIA should never be absolute. Statements of licensing policy should always allow for the circumstances of each application to be considered properly and for applications that are unlikely to add to the cumulative impact on the licensing objectives to be granted. After receiving relevant representations in relation to a new application for or a variation of a licence or certificate, the licensing authority must consider whether it would be justified in departing from its CIA in the light of the individual circumstances of the case.'

14. As is well established therefore, that whilst a cumulative impact policy creates a rebuttable presumption against grant of a new licence, the "exceptional circumstances" in which such applications can be granted are to be construed as circumstances which allow for "an exception" to be made to the general rule. Use of these words should not and does not set the bar artificially high.

15. Whilst there have been representations by the Police, Licensing Authority and a councillor, it is submitted that the concerns raised can be addressed by appropriate conditions. Indeed, the applicant has proposed what by any stretch must be considered an exceptionally robust operating schedule.

16. There is no reason why a responsibly run off-licence business forming part of a general store that is focussed on providing the local community with something not available elsewhere, would add to the problems identified in the relevant cumulative impact policy. Indeed, it is likely that an offer of this sort, with the local community support it has, can only improve standards in the area and provide a much needed service.

**PIERS WARNE
TLT SOLICITORS
JAN 26 2024**

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APPENDIX ONE



ONE STOP SUPERSTORE

ALL YOUR NEEDS AT ONE STOP

One stop superstore's Staff Training package for ALCOHOL SALES

**It is important for all staff to know the four licensing
objectives:**

- PUBLIC SAFETY
- PROTECTION OF CHILDREN FROM HARM
- PREVENTION OF PUBLIC NUISANCE
- PREVENTION OF CRIME AND DISORDER

***This booklet and training will help all staff meet these four
licensing objectives***

UNDERAGE SALES

PERHAPS THE MOST IMPORTANT ASPECT OF RUNNING A LICENSED PREMISES IS TO PREVENT UNDERAGE SALES.

THEREFORE THE FOLLOWING PROCEDURE MUST BE FOLLOWED:

IF A PERSON APPEARS TO BE UNDER 25 YEARS OF AGE THEN THEY MUST BE ASKED FOR I.D. THE FOLLOWING ARE THE ONLY I.D. THAT IS ACCEPTABLE:

- PASSPORT
- NEW STYLE PHOTO I.D. DRIVING LICENCE
- PASS ACCREDITED I.D. CARD SUCH AS CITIZEN CARD.

WHEN PRESENTED WITH THE I.D. CHECK THE FOLLOWING:

PASSPORT:

Look for hologram. CHECK THAT THE PASSPORT IS INTACT AND HAS NOT BEEN TAMPERED WITH. FOR EXAMPLE THE PHOTO DOES NOT STAND UP FROM THE PAGE. OR THAT THE TRANSPARENT COVER OVER THE PHOTO IS NOT DAMAGED AND A DIFFERENT PHOTO PUT INSIDE.

CHECK THE PHOTO IS A LIKENESS OF THE PERSON PURCHASING THE ALCOHOL CHECK THE DATE OF BIRTH ON THE PASSPORT.

DRIVING LICENCE:

- Check all the details set out above for a passport. Check the DVLA Hologram or the more recent circular hologram.
- Check photo is likeness of person
- Check embossed Surname or triangle or one way sign or steering wheel. Or embossed section 9
- Check DVLA hologram on older cards.

PASS ACCREDITED CARDS :

- CHECK AS FOR PASSPORT. CHECK THE PASS HOLAGRAM ON THE CARDS.
- IF IN DOUBT DO NOT ACCEPT ANY OF THE ABOVE I.D.

TILL PROMPTS

We use a till prompt system to help you check for ID whenever you sell alcohol. THIS SYSTEM MUST BE USED PROPERLY.

- ***We take time to engage with customers anyway, so when the till prompts you, look up, engage with the customer and assess if they look under 25.***
 - ***If they look under25, ask for ID***
- ***Only then follow the till prompts to either allow or refuse the sale.***

BE FIRM BUT POLITE

Preventing under age sales is part of the job. IT IS NON-NEGOTIABLE!

Always be polite: 'I'm sorry but without ID I cannot serve you. The law requires me not to.'

'Sorry but I need to see your ID. If you do not have it, I cannot serve you...'

LIQUEUR CHOCOLATES (IF STOCKED)

It is advisable to adopt the same procedure as above for sales of liqueur chocolates and i.d. persons under 25 and not sell to persons under 18

CONSEQUENCES OF AN UNDERAGE SALE

IF AN UNDERAGE SALE TAKES PLACE THE FOLLOWING MAY OCCUR. A FINE OF UP TO £5,000 FOR THE MEMBER OF STAFF WHO SELLS THE ALCOHOL- OR A FIXED £90 FINE (known as a 'PND')

In addition:

- 1) THE DPS OR THE LICENCE HOLDER CAN BE FINED- unlimited fines**
- 2) THE LICENCE CAN BE REVIEWED- and the licence revoked**

The Police can issue a fixed penalty notice of £90 for the following offences:

- Consumption of alcohol by an under 18 year old
- Selling alcohol to an under 18 year old
- Obtaining alcohol for an under 18 year old
- Allowing consumption of alcohol by an under 18 year old
- Delivery of alcohol to an under 18 year old
- Allowing delivery of alcohol to an under 18 year old

PERSISTENT SALES OF ALCOHOL

It is an offence to persistently sell alcohol to someone under the age of eighteen. The offence is committed if on two or more occasions in three consecutive months alcohol is sold unlawfully to a person under eighteen at the same premises. The fine can be unlimited and/or result in up to six months in jail.

If this occurs the police or trading standards can agree that alcohol will not be sold from the premises for a period of from 48 to 336 hours instead of prosecution.

Consequences of children drinking

- 1) Children are more vulnerable when drunk
- 2) They may supply to other children and even younger children
- 3) They may be more inclined to commit anti-social behaviour

LICENSING HOURS

Please make yourself familiar with the displayed premises licence

It is illegal to sell outside these hours and an unlimited fine can be imposed. Sales cannot take place a minute before or after these hours.

PROXY SALES

STAFF NEED TO BEAR IN MIND THAT ADULTS MAY ATTEMPT TO PURCHASE ALCOHOL FOR PEOPLE UNDER EIGHTEEN YEARS AGE.

STAFF SHOULD ENSURE THEY USE THERE BEST ENDEAVOURS TO PREVENT THIS.

THE FOLLOWING MAY MEAN THAT PEOPLE ARE BUYING FOR PERSONS WHO ARE UNDERAGE:

A PERSON MAY PURCHASE A GREAT DEAL OF ALCOHOL WHICH MAY SIGNAL THEY ARE PURCHASING FOR OTHER PEOPLE. THEY MAY HOWEVER JUST BE HAVING A PARTY. IF YOU ARE IN ANY DOUBT ASK THE PURCHASER IF THE ALCOHOL IS FOR THEIR OWN CONSUMPTION.

VERY OFTEN THE CHILDREN WILL BE WAITING FOR THE ALCOHOL NOT FAR FROM THE SHOP. OBSERVE WHAT IS GOING ON OUTSIDE . DO NOT OBSCURE VIEW FROM WINDOW.

AN ADULT MAY COME INTO THE SHOP AND ASK FOR TWO CANS OF STELLA AND A COKE IMMEDIATELY OR SOON AFTER YOU HAVE REFUSED A SALE OF TWO CANS OF STELLA AND A COKE TO SOMEONE UNDERAGE. THIS IS A SURE SIGN THAT IT IS LIKELY A PROXY SALE. ASK THE CUSTOMER IF THIS IS FOR THEM. INFORM THEM THAT SOMEONE UNDERAGE JUST SOUGHT TO BUY EXACTLY THE SAME PRODUCTS.

SIGNS IN THE SHOP NEAR THE ALCOHOL SALES SECTION REMIND CUSTOMERS THAT IT IS A CRIMINAL OFFENCE TO PURCHASE ALCOHOL ON BEHALF OF PERSONS UNDER EIGHTEEN YEARS OF AGE. REMIND THEM OF THE LAW.

ALSO AN INDIVIDUAL MAY RETURN TO THE SHOP FOR MORE ALCOHOL. IT SHOULD BE ASKED WHY THEY DID NOT BUY THE ALCOHOL THEY NEEDED ON THE FIRST VISIT.

REMIND PEOPLE IT IS A CRIMINAL OFFENCE TO SUPPLY UNDER EIGHTEENS WITH ALCOHOL IF IN ANY DOUBT DO NOT SERVE.

GROUPS OF PEOPLE

A GROUP OF PEOPLE MAY COME INTO THE SHOP TO BUY ALCOHOL. ONE OF THE GROUP MAY BE OVER EIGHTEEN. HOWEVER IN THIS CASE THE WHOLE GROUP SHOULD BE ASKED FOR I.D. HOWEVER COMMON SENSE SHOULD PREVAIL. TWO ADULTS AND A SEVEN YEAR OLD OBVIOUSLY FAMILY GROUPS SHOULD NOT BE ASKED TO PROVIDE I.D. FOR CHILDREN SO YOUNG.

HOWEVER YOU MAY HAVE A PARENT COME IN THE SHOP AND THEIR CHILD WHO IS A TEENAGER BUT NOT EIGHTEEN STARTS

SELECTING THE ALCOHOL FOR THE PARENT TO BUY. IN THIS CASE IT IS LIKELY THAT THE ALCOHOL IS FOR THE CHILD SO THE SALE SHOULD BE DECLINED EXPLAINING THAT IT IS A CONDITION OF THE LICENCE TO ASK ALL PERSONS IN THE GROUP FOR I.D. AND THAT THE LAW PREVENTS YOU FROM SELLING ALCOHOL WHERE IT IS SUSPECTED IT IS FOR SOMEONE UNDER 18.

OBVIOUSLY COMMON SENSE WILL HAVE TO PREVAIL BUT DO NOT FORGET IT IS YOU THAT WILL BE HELD RESPONSIBLE BY THE POLICE SHOULD AN ADULT PASS ALCOHOL ON TO UNDER EIGHTEENS IF YOU HAVE NOT CARRIED OUT THE REQUIRED CHECKS.

DRUNKS AND STREET DRINKERS

PLEASE DO NOT SERVE DRUNKS OR STREET DRINKERS.

HOW DO WE DEFINE A DRUNK?

THIS CAN BE A VERY DIFFICULT PROCESS. MANY SO CALLED EXPERTS HAVE TROUBLE WITH THIS. THERE IS NO CLEAR DEFINITION.

WE WOULD DESCRIBE A DRUNK AS :

- SOMEONE WHO IS UNSTEADY ON THERE FEET HAS TROUBLE SPEAKING AND SLURS THERE WORDS
- HAS TROUBLE SORTING OUT THEIR MONEY OR DROPIING THEIR MONEY

- HAVE ALCOHOL SMELL ON THEIR BREATH ALTHOUGH SOME PEOPLE ARE GOOD AT HIDING THE SMELL IF IN DOUBT DO NOT SERVE.

SOME PEOPLE HOWEVER (AND YOU WILL LIKELY KNOW SOMEONE LIKE THIS) EXHIBIT SOME OF THE ABOVE EFFECTS DUE TO ILLNESS. BE POLITE AND ATTENTIVE WHEN CHALLENGING SOMEONE WHERE YOU ARE UNSURE IF THEY ARE DRUNK OR HAVE AN ILLNESS. HOWEVER, IT WILL NOT STAND UP IN COURT IF YOU SAY YOU THOUGHT THE PERSON HAD AN ILLNESS WHEN IN FACT THEY WERE DRUNK.

STREET DRINKERS:

IF you see PERSONS drinking alcohol in the street do not serve them alcohol if they come into the shop. REPORT THE MATTER TO THE DPS.

STREET DRINKERS may be a problem in the area. Liaising with the police community support team MAY help identify any problem street drinkers.

STREET DRINKERS MAY BE UNSHAVEN AND HAVE SCRUFFY APPEARANCE. THEY MAY ALSO ALREADY BE DRUNK.

THE POLICE MAY IDENTIFY STREET DRINKERS TO US. UNDER NO CIRCUMSTANCES SERVE THESE PEOPLE. Do not serve street drinkers. Be aware of the local area so any street drinkers go somewhere else.

THERE MAY BE SOME PHOTOS POLICE PROVIDE OF REGULAR STREET DRINKERS.

PLEASE FAMILIARIZE YOURSELF WITH THESE PEOPLE AND DO NOT SERVE THEM

AVOIDING CONFLICT

DURING YOUR TRAINING YOU WILL BE TOLD HOW TO REFUSE SERVICE BY SAYING I AM SORRY BUT THE LAW REQUIRES THAT WE DO NOT SERVE YOU.

ALWAYS BE FIRM BUT POLITE. POINT OUT THAT WE HAVE CCTV AND THEY ARE BEING RECORDED. WHERE NEEDED THERE IS A PANIC BUTTON SO THAT YOU CAN CALL FOR HELP.

REFUSAL REGISTER

THE REFUSAL REGISTER AND INCIDENT BOOK ARE THERE FOR A REASON. PLEASE USE THE REFUSAL BOOK WHENEVER YOU REFUSE A SALE FOR WHATEVER REASON . IT MAY HELP OUT OTHER STAFF TO SEE PATTERNS IN WHEN THERE ARE MORE REFUSALS OR IDENTIFY REPEAT OFFENDERS.

ALL REFUSED SALES MUST BE ENTERED IN THE REFUSAL REGISTER. PLEASE USE THE INCIDENT BOOK IF AN INCIDENT OCCURS.

GROUPS OF PEOPLE BEING A NUISANCE OUTSIDE THE SHOP

IT IS IMPORTANT NOT TO OVERREACT TO THIS SITUATION.

IT MIGHT BE A GROUP OF TEENAGERS KNOWN TO YOU WHO ARE NOT CAUSING TROUBLE AND WILL MOVE ON. HOWEVER IT MIGHT BE A GROUP WHO ARE QUITE OFFENSIVE. IN THIS CASE REPORT TO THE DPS OR YOUR IMMEDIATE SUPERVISOR. IF NEEDS BE REPORT IT TO THE POLICE. USE THE INCIDENT LOG TO RECORD THESE ISSUES TO HELP UNDERSTAND IF THERE IS A PATTERN OF BEHAVIOUR

IF YOU ARE THE SUPERVISOR YOU SHOULD FIRST SEE IF THEY MOVE ON QUICKLY. SO THEY DO NOT TAKE IT PERSONALLY AS FROM YOU STATE IT IS A CONDITION OF YOUR LICENCE. IF A PROBLEM CONTINUES THE DPS WILL LIASE WITH THE SAFER NEIGHBOURHOOD TEAM IF NOT YOU MAY NEED TO QUIETLY ASK THEM TO LEAVE STATING THAT IT IS A CONDITION OF THE LICENCE.

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APPENDIX TWO

One Stop Supermarket New Premises Licence: consolidated operating schedule

Conditions to remain from original operating schedule

- There shall be no self-service of spirits on the premises
- Spirits shall be located behind counter. All other alcohol (e.g. beer, lager, cider) for sale are to be displayed in a position that is not obscured from the constant view of the cashier / staff by fixtures
- All staff will have right to work in UK documents checked before being offered employment.
- Any litter outside the premises will be cleaned up at end of day.
- Fire exit signs displayed.
- The only acceptable ID will be those with photographic identification documents, including passport, photo-card, driving license or proof of age card bearing the PASS hologram.
- All alcohol shall be purchased from AWRS registered cash & carry and wholesalers

Conditions from original operating schedule amended in line with Licensing Enforcement Officer recommendations

Prevention of underage sales/ training

- A "Challenge 25" policy shall be adopted and adhered to at all times.
- 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.
- 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.
- 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.

CCTV

- 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.
- The CCTV system shall display on any recordings, the correct date and time of the recording.
- 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.
- A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.

Intruder Alarm/ Panic button

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

Incident Log

- 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.

- 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.

Provision of alcohol

- No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises (with the exception of specialist 'craft' products).
- No Miniature bottles of wine, spirits in units less than 35cl shall be stocked or sold at the premises.
- No single cans of beer, larger or cider be sold.
- 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.
- 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.

Notices/ signage

- Notice displayed asking customers to leave quietly from premises also customers will be told in person to leave quietly and not to disturb the local neighbourhood.
- Appropriate signage will be displayed, in prominent position informing customers they are being recorded on CCTV.
- A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
- 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.

Street drinkers

- Strict policy in place to all staff not to serve alcohol to street drinkers and or intoxicated persons

Additional conditions agreed (as proposed by the Licensing Enforcement Officer- proposed amends in red)

Irresponsible promotions

- Promotions that encourage irresponsible drinking shall not be permitted.

Deliveries

- All deliveries of alcohol shall take place during the normal working day (i.e., 09:00 to 18:00 daily).
- A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

Staffing

- The premises shall be staffed by a minimum of 2 persons after 18:00 hours. After that time one will have a personal licence, except in the case of a genuine emergency.

Electronic Till prompts

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

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APPENDIX THREE

Dear Brent licensing committee,

I am writing to express my strong support for granting premises licenses to One Stop Superstore. As a member of the community, I believe that One Stop Superstore will not only sell alcohol responsibly but also provide essential daily needs and public services that are vital to our community's well-being.

One Stop Superstore, with its loveable customer service is uniquely positioned and ambitious to fulfil the diverse needs of our community. By granting them a premises license, we will be ensuring that our community has access to a reliable source of spirits, beverages, groceries, and public services under one roof. This convenience will greatly benefit all members of our community, especially those who rely on these services for their daily needs.

It is important to note that the existing shops in our community lack in customer service and fail to provide a likeable shopping experience. These shops do not offer the same level of customer service and a loveable shopping experience as One Stop Superstore can provide. By granting premises licenses to One Stop Superstore, we are encouraging healthy competition and giving our community the opportunity to enjoy a superior shopping experience.

I would like to also mention the exceptional customer service provided by the members of One Stop Superstore. It is evident that they prioritise customer satisfaction and go the extra mile to create a welcoming and pleasant shopping experience. The staff members are consistently kind, helpful, and always greet customers with a warm smile. This level of customer service sets One Stop Superstore apart from the competition and further reinforces its status as the best shop in Alperton.

I kindly request the Licensing Committee to carefully consider the benefits of granting premises licenses to One Stop Superstore. Their responsible alcohol sales practices, coupled with their ability to provide a wide range of groceries and public services, make them an invaluable asset to our community. Granting them a premises license will not only enhance the quality of life for our community members but also contribute to the economic growth of our area.

Thank you for your time and consideration. I trust that you will make the right decision in supporting the grant of premises licenses to One Stop Superstore.

Warm Regards,

[REDACTED]

EALING ROAD, WEMBLEY, HA0 4LL

[REDACTED]
Borrowns avenue
Wembley, HA0 4QP

23/01/2024

Brent Licensing Committee
Brent Civic Centre, Engineers Way
Wembley, HA9 0FJ

Subject: Support for One Stop Superstore's Application for Premises License

Dear Licensing Committee,

I am writing to express my full support for One stop superstore's application for a premises license. As a member of the community, I believe that granting One stop Superstore the license will be beneficial for both the shop and the community as a whole.

First and foremost, I am confident that One Stop Superstore will sell alcohol responsibly. The shop has a strong track record of upholding high standards in customer service and compliance with legal requirements.

Furthermore, One Stop Superstore's presence as an off license shop will bring numerous benefits to our community. Currently, our community has limited options when it comes to purchasing alcohol and groceries. Having One Stop Superstore as a dedicated off license will offer convenience and choice to residents. It will save us from having to travel to high road or rely on the limited offerings of other off licenses in the area. Additionally, the competition between multiple off licenses will encourage better service, pricing, and product selection, ultimately benefiting the consumers.

I would also like to highlight that the two existing shops in the area do not provide satisfactory customer service and are not welcoming to customers. I have personally experienced their lack of attention to customer needs and their inability to provide a pleasant shopping experience. This has resulted in frustration and dissatisfaction among residents who have limited options for purchasing alcohol and groceries. The presence of One Stop Superstore will fill this gap and provide a much needed alternative for customers seeking a better shopping experience.

In conclusion, I wholeheartedly support One Stop superstore's application for a premises license. I believe they have demonstrated a strong commitment to responsible alcohol sales and will make a positive contribution to our community. Granting them the license will provide convenient access to a range of quality alcoholic, groceries, daily needs and foster healthy competition among off-

licenses. I kindly request that you consider my support when evaluating One Stop Superstore's application.

Yours sincerely,

[REDACTED]

1 Borrowns avenue
Wembley, HA0 4QP

Dear Licensing Committee,

I am writing to express my enthusiastic support for One stop superstore's application for a premises license. As a long time resident of this community, I have witnessed the positive impact that this shop has already made and I believe that granting them a premises license would further enhance our neighbourhood.

Firstly, I strongly believe that this shop will take all their responsibilities very seriously and they will provide all sorts of training to their staff. Granting One stop superstore a premises license will further enable them to promote responsible drinking habits within our community.

In addition to responsible alcohol sales, One stop superstore will bring a much needed improvement in customer service to our area. I have personally experienced the lackluster service and unwelcoming atmosphere at the other two shops in the vicinity. The staff at those shops often seem disinterested in assisting customers and fail to provide a positive shopping experience. One stop superstore on the other hand, has proven to provide exceptional customer service. Their friendly and knowledgeable members of shop go above and beyond to ensure that customers feel welcomed and valued.

I always bring my niece along when we visit the shop. The reason for this is that I feel incredibly welcomed and treated nicely at One stop superstore, unlike my experiences at other shops in the area. From the moment we step into the shop, the members of the shop greet us with warm smiles and genuine kindness. They always make an effort to engage with my niece, asking her about her day and recommending snacks that she might enjoy. This level of attentiveness and friendliness creates a positive and comfortable atmosphere for both of us. Not only do I appreciate the exceptional customer service, but I also feel confident in the responsible practices upheld by One stop superstore. They prioritise the well being and safety of their customers, which is evident in their responsible alcohol sales practices. It gives me peace of mind knowing that they take the necessary steps to prevent underage drinking and monitor intoxication levels. By granting One stop a premises license, we will be supporting a business that prioritises customer satisfaction and contributes to a positive shopping experience to the community.

Having to travel to the high road just to get our daily needs is quite inconvenient for me and my family. However, by having a shop like One stop superstore in our neighbourhood means that me and my family won't have to go through the hassle of traveling to the high road to get our daily needs. This means saving time, money, and energy that can be better utilised for other activities or spending quality time with my family. Furthermore, One stop superstore already has a reputation for providing excellent customer service and a welcoming atmosphere. If they were to expand their offerings to include alcohol and groceries, you can expect the same level of care and attentiveness when it comes to selecting and recommending the right products for the community. It would create more convenience for residents, reduce traffic congestion, and contribute to the local economy by keeping money within the neighbourhood.

I give all my support to One stop superstore's application for a premises license and request for the committee to take my support in consideration while making a decision over their application. Their commitment to responsible alcohol sales, exceptional customer service and community engagement make them an outstanding candidate for this license. Granting them this opportunity would not only benefit our community but also set a positive example for other businesses in the area.

Sincerely,

[REDACTED]

EALING ROAD

WEMBLEY, HA0 4LL

[REDACTED]

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX FOUR

BEFORE THE LONDON BOROUGH OF BRENT LICENSING SUB-COMMITEE

IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL

APPENDIX FIVE

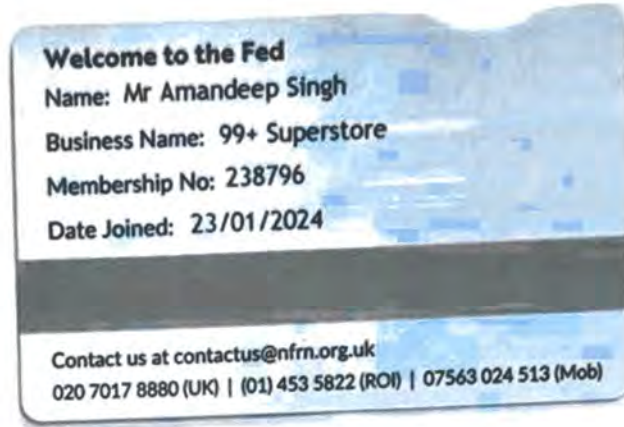


23/01/2024

Mr Amandeep Singh
99+ Superstore
284 Ealing Road
Wembley
HA0 4LL

Dear Mr Singh

Membership Number: 238796



Thank you for joining the Federation of Independent Retailers (the Fed). As National President and a fellow independent retailer, I would like to personally welcome you and look forward to supporting you in your business.

Your membership card is as enclosed. Please sign on the back of the card and keep it close at hand. It contains the numbers of our Contact Centre who can help you get the most out of your membership and maximise your member benefits.

The Contact Centre team is available 7 days a week - Monday to Friday 7am to 5pm, Saturdays and public holidays, 7am to 11am, and Sundays, 7am to 10.30am.

Please look out for a call from 07563 024513. That's our Contact Centre calling to welcome you as a new member. They can help you to identify the Fed member benefits that are most useful to you, so you get the most out of your membership as soon as possible! Do make a note of this number so you know it's us giving you a call.

Another key benefit Fed members enjoy is free access to legal advice and legal expenses cover up to £100,000 (subject to conditions). If you should need any legal advice ranging from trading standards, health and safety, employment to tax issues, the legal advice helpline is open 24/7, 365 days a year.

Here are the key numbers that our members find most useful. If you have any queries, please call our Contact Centre or email contactus@nfrn.org.uk in the first instance.

PTO

The Fed Contact Centre: 0207 017 8880 (UK) or 01 453 5822 (Ireland)
Legal Advice Helpline: 0207 017 8880, option 3 (UK) or 01 437 3206 (Ireland)

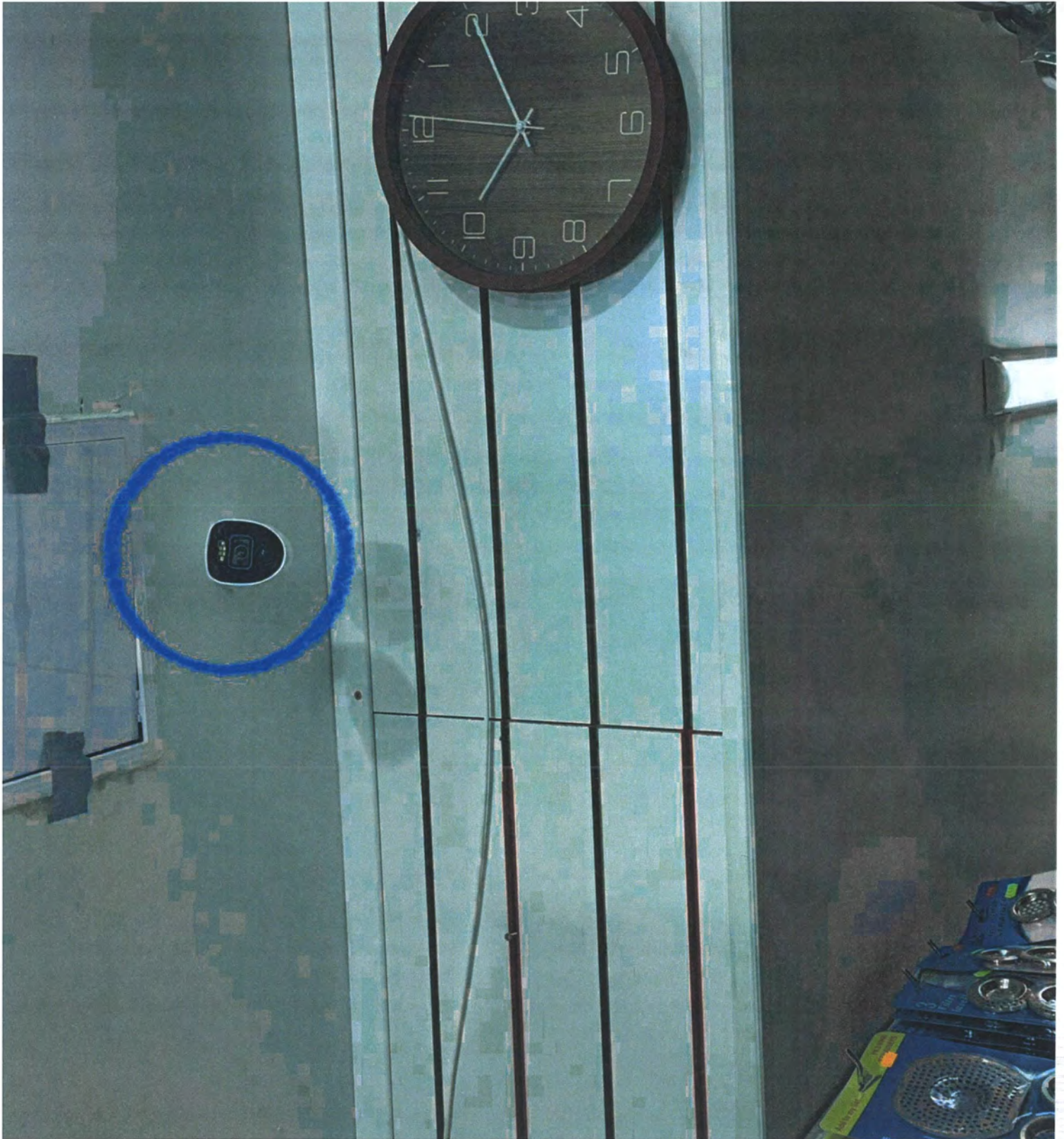


The Federation of Independent Retailers,
Ground Floor East Suite, Bede House, Belmont Business Park, Durham, DH1 1TW, UK
UK: 0207 017 8880 | ROI: 01 453 5822 | contactus@nfrn.org.uk
The Federation of Independent Retailers (the Fed) is the trading name of NFRN









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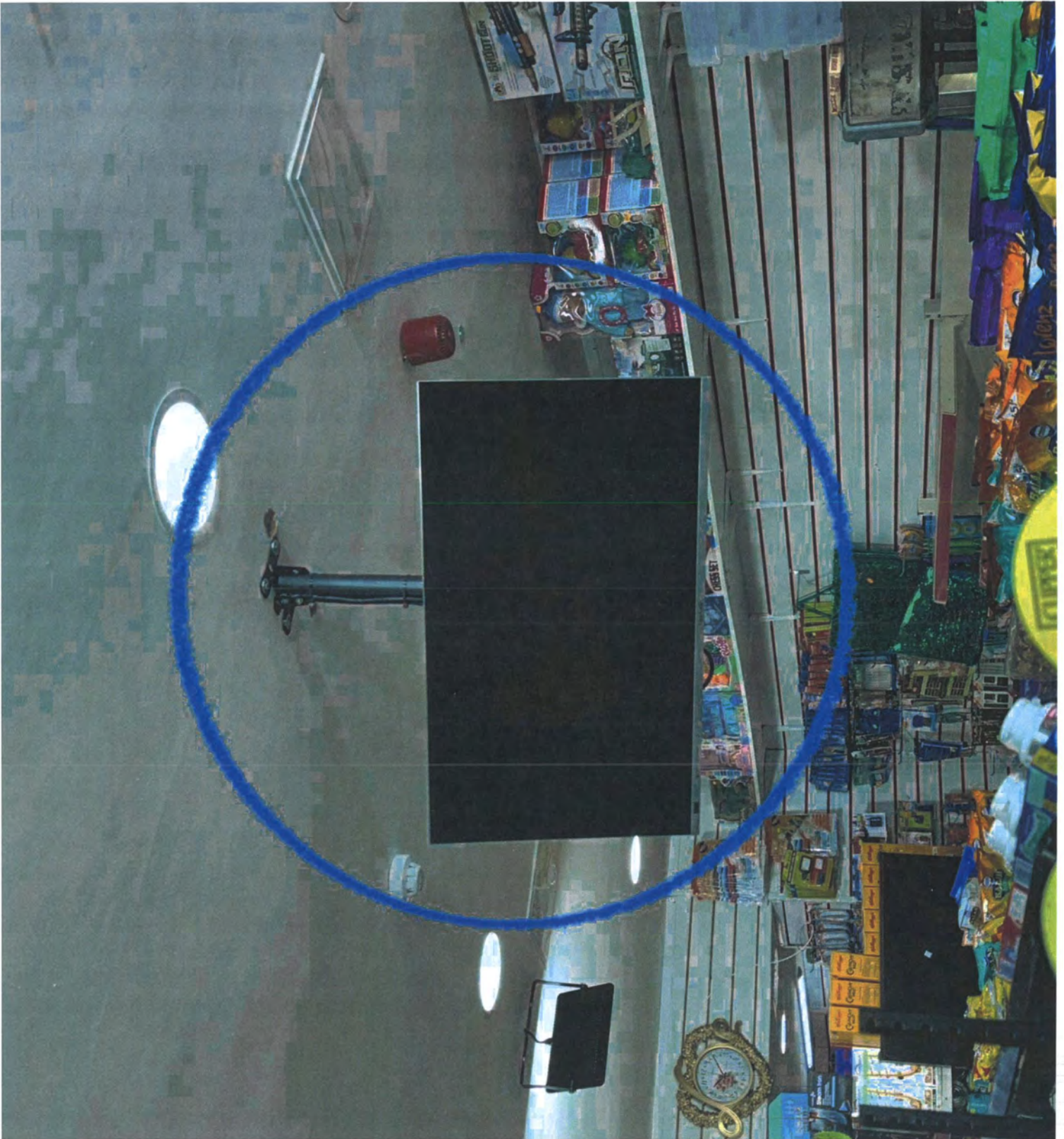
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