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15th May 2012

Police Representation to the Application for a Premises Licence at Lloyds Groceries, 104 Craven Park, NW10 8QE.

I certify that I have considered the application shown above and **I wish to make representations** that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

I am of the opinion that the risk to the objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below.

If these conditions were accepted in full I would withdraw my representation.

Officer: Nicola McDonald
PC 157QKLicensing Constable

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 premises licence under section 17 of the Act.

The Police representations are primarily concerned with crime and disorder.

Police require the following points to be included in the operating schedule or added as conditions on the premises licence.

Personal Licence Holder

The sale of alcohol to drunken people and children is a major cause of concern to police and highlighted in the Governments Alcohol Harm Reduction Strategy. Off Licences are particularly open to these sales receiving little supervision or visits from the responsible authorities. Those who sell alcohol should be fully aware of the legislation and issues around alcohol and should be fully trained to a national standard.

Members of staff who have formally been given authority should be fluent in English in order to properly conduct the sale of alcohol and more importantly to refuse the sale if so required.

Closed Circuit Television (CCTV)

Good quality CCTV is essential as a deterrent for the prevention of crime and the detection of offenders. It allows for both covert and overt monitoring of the premises. With proper signage, this reassures both staff and clientele, that this is a safe environment where illegal activities are not tolerated.

Closed circuit television cameras and recorders of an agreed image standard will be installed at locations on the premises and in accordance with advice from the Police.

All cameras and recording equipment will be installed and maintained in accordance with Home Office Guidance and the manufacturers instructions and will be fully operational when the premises are open to the public.

Notices shall be displayed at the entrance to the premises, and in prominent positions throughout the premises, advising that CCTV is in operation.

Operating Hours to be displayed on Premises

A notice displaying the opening hours, the type of licensing activity and licence conditions should be clearly displayed and visible to anyone outside the premises. This may be incorporated in the summary of the licence, which must be displayed, or take the form of a separate item.

Likewise the name of the Designated Premises Supervisor (D.P.S.) if required should be similarly displayed.

This will allow the Police and other responsible authorities to readily identify the licence details. Clearly displayed opening hours will also reduce any confusion for customers prior to entering the premises and possible conflict when the premises close/stop selling alcohol.

A Summary of the Premises Licence will be displayed at each public entrance to the premises.

High Strength alcoholic drinks

Street drinkers and drunkenness is a major cause for concern in Brent. It is proven that high strength but cheap lagers, beers and cider contribute to the problem. If the premise does not stock these cheap high strength drinks (above 5.5% ABV) then the problem will be lessened or displaced. All Off Licenses in the area will be required to stop stocking these High strength drinks as they vary or come to review.

Security Measures

The following measures are proven to improve the security of your shop premises.

The floor area in front of the counter must be kept clear of any objects that could be used as a step to attack staff. Behind the counter the floor area should be raised 15 centimetres.

The premises must be protected by a monitored Intruder Alarm system including a panic button immediately accessible near the till.

The till/s should be secured from being lifted or moved. There shall be a door where access to the till area begins.

The window of the premises shall be kept clear of signage and advertising.

Spirits, Champagne and other similar valued goods should be displayed behind the counter. All alcohol within the shop should be displayed within the direct sight of the till operator and not obscured by other shelving etc.

Clear visible access in to the premises from the street

A clear visible and unobstructed internal view of the premises will be afforded at all times. This will discourage individuals using the premises for criminal activity.

The conditions that Police require to be added to the Premises Licence are listed below:

A sign stating “No proof of age – No sale” shall be displayed at the point of sale.

A “Challenge 25” policy shall be adopted and adhered to.

A clear and unobstructed view into the premises shall be maintained at all times.

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.

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

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

A CCTV camera shall be installed to cover the entrance of the premises.

No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked.

An 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 or searching equipment or scanning equipment
- (g) any refusal of the sale of alcohol
- (h) any visit by a relevant authority or emergency service.

The following crime prevention measures be implemented:

A time delay safe with deposit slot and anti fishing mechanisms must be used at the counter till area

Regular robbery awareness and cash minimisation training given to all staff

A personal licence holder fluent in English shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.

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.

Yours sincerely

Nicola McDonald PC 157QK Licensing Constable
Brent Police