



ENVIRONMENT & NEIGHBOURHOOD
REGULATORY SERVICES
BRENT CIVIC CENTRE
ENGINEERS WAY
WEMBLEY
HA9 0FJ

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London Borough of Brent

Premises Licence

PART A

*This Premises Licence was granted by Brent Council, Licensing Authority for the area of the Borough of Brent under the **Licensing Act 2003**.*

Signed.....
Director of Environment and Neighbourhood

Date: 14 July 2014

Licence number 157127

Licence start date: 24/11/2005

Part 1 - Premises Details

PREMIER CONVENIENCE STORE, 4 Neeld Parade, Wembley Hill Road, Wembley, HA9 6QU

Licensable activities and the times authorised by this licence

Supply of Alcohol:

Day	Start Time	End Time
Monday	08:00	23:00
Tuesday	08:00	23:00
Wednesday	08:00	23:00
Thursday	08:00	23:00
Friday	08:00	23:00
Saturday	08:00	23:00
Sunday	10:00	22:30

Non standard timings: Good Friday 08.00hrs to 22.30hrs
Christmas Day 12.00hrs to 15.00hrs and 19.00hrs to 22.30hrs
Whether alcohol is authorised to be supplied on or off the premises: **Off**

The Opening Hours of the Premises:

Day	Start Time	End Time
Monday	06:30	23:00
Tuesday	06:30	23:00
Wednesday	06:30	23:00
Thursday	06:30	23:00
Friday	06:30	23:00
Saturday	08:30	23:00
Sunday	08:00	23:00

Part 2

Details of Holder of Premises Licence:

Name: Wembley General Store Ltd
Address: 4 Neeld Parade, Wembley Hill Road, Wembley, HA9 6QU
Telephone: 020 8902 8852
Registered Address: 4 Neeld Parade, Wembley Hill Road, Wembley, HA9 6QU
Registered Number: 9033933

Details of Designated Premises Supervisor:

Name: Andreea-Loredana Otvos
Address: [REDACTED]
Personal Licence Number: [REDACTED]
Issuing authority: [REDACTED]

Annexe 1 - Mandatory Conditions

- (a) No supply of alcohol may be made at a time when no designated premises supervisor has been specified in the licence or at a time when the designated premises supervisor does not hold a personal licence or his or her licence has been suspended.
- (b) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- (c) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.
- (d) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.
- (e) A relevant person shall ensure that no alcohol is sold or supplied for consumption off the premises for a price which is less than the permitted price.

Embedded Conditions

Alcohol shall not be sold in an open container or be consumed in the licensed premises.

Alcohol shall only be sold between the times specified:

On weekdays, other than Christmas Day, between 08:00 and 23:00 hours

On Sundays, other than Christmas Day, between 10:00 and 22:30 hours

On Christmas Day, from 12:00 to 15:00 and 19:00 to 22:30 hours

On Good Friday, between 08:00 and 22:30 hours

Annexe 2 - Conditions Consistent With the Operating Schedule

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 licensing officers on request;

2 no high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold;

3 on major event days at Wembley Stadium the following shall apply: -

(a) no more than four cans of beer, lager or cider to be sold to an individual.

(b) no sales of beer, lager or cider above 5.5% abv during the above period.

(c) all persons buying alcohol, at any time, to be advised of the Street Drinking ban

(d) stop selling all alcohol one (1) hour before the scheduled kick off

(e) be prepared to cease the sale of all alcohol should you be requested to do so by a police officer.

(f) no drinks shall be displayed or sold in glass containers with the exception of wines and spirits;

4 the following crime prevention measure shall be implemented:-

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

Annexe 3 - Conditions Attached After a Hearing by the Licensing Authority

None

Annexe 4 - Plans

See attached sheet.