

**Brent Council**  
**Premises Licence - Initial Application - Ref. 223495648**

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**Agent**

Organisation name                      Personal Licence Training (uk) Ltd

Address                                      UNIT 12B  
    THE PHOTO BLOCK  
    HATHERLEY LANE

Town    CHELTENHAM

County

Postcode                                    GL51 6PN

Email address                            [info@personallicence.com](mailto:info@personallicence.com)

Client Reference

**Applicant number**

Total                                        One

**About applicant one**

Type                                         Individual

**Applicant One**

Title                                         Mr

Forename 1                                Raad

Forename 2                                Hamza

Surname                                    Wetwet

Address                                    [REDACTED]

Town                                        [REDACTED]

County

Postcode                                 [REDACTED]

Email address

Phone Number

Mobile                                     [REDACTED]

**Premises**

AESTHETICS & BEAUTY STUDIO, 53 Cricklewood Broadway, London, NW2 3JX [Location Map](#)

**Premises Details**

Address 53 Cricklewood Broadway, London, NW2 3JX  
Post Town  
Postcode NW2 3JX  
Telephone number  
Non-Domestic Rateable Value 12750.00

**Operating Schedule**

Desired Start Date  
Desired End Date  
Number Expected

General Description of Premises A PURPOSE BUILT BRICK PREMISES OPERATING AS AN OFF LICENCE STORE

**Licensable Activities**

Supply of alcohol Yes

**M. Supply of alcohol - Standard Times**

Day Monday

Start Time 00:00

End Time 23:59

Day Tuesday

Start Time 00:00

End Time 23:59

Day Wednesday

Start Time 00:00

**M. Supply of alcohol - Standard Times**

End Time	23:59
Day	Thursday
Start Time	00:00
End Time	23:59
Day	Friday
Start Time	00:00
End Time	23:59
Day	Saturday
Start Time	00:00
End Time	23:59
Day	Sunday
Start Time	00:00
End Time	23:59

**M. Supply of alcohol - Further Details**

On/Off Sales	Off the premises
Seasonal Variations	NONE
Non-Standard Timings	NONE

**Premises Supervisor**

Name	RAAD HAMZA WETWET
Address	<del>XXXXXXXXXXXX</del> <del>LONDON</del>
Postcode	<del>XXXXXX</del>
Phone	<del>XXXXXXXXXX</del>
Email	

**Premises Supervisor**

Licence Number                                    TBA  
Issuing Licensing Authority                    LONDON BOROUGH OF BARNET

**N. Concern in respect of children**

Concerns Regarding Children                NONE

**O. Hours premises are open to the public - Standard Times**

Day    Monday  
Start Time                                        00:00  
End Time    23:59

Day    Tuesday  
Start Time                                        00:00  
End Time    23:59

Day    Wednesday  
Start Time                                        00:00  
End Time    23:59

Day    Thursday  
Start Time                                        00:00  
End Time    23:59

Day    Friday  
Start Time                                        00:00  
End Time    23:59

Day    Saturday  
Start Time                                        00:00  
End Time    23:59

**O. Hours premises are open to the public - Standard Times**

Day	Sunday
Start Time	00:00
End Time	23:59

**O. Hours premises are open to the public - Further Details**

Seasonal Variations	NONE
Non-Standard Timings	NONE

**P. Licensing Objectives**

**General**

The DPS fully understands his roles and responsibilities concerning the four licensing objectives obtained within the 2003 Licensing Act, a comprehensive breakdown of these objectives and how to ensure they are met are detailed below.

The DPS attended the APLH level 2 training programme and his personal licence will be issued by The London Borough of Barnet.

The DPS will take full responsibility of ensuring all staff are trained and have full knowledge of all licensing issues concerning them under the 2003 Licensing Act including the Challenge 25 rule.

**Prevention of Crime and Disorder**

The applicant will be installing to the premises, a CCTV digital recording system with a minimum of 31 days recording capability to ensure the prevention of crime & disorder.

The CCTV will be in accordance with Police recommendations.

All CCTV recordings shall be available to local Police immediately upon request.

Alcoholic drinks shall not be consumed on the premises and strict enforcements shall be in place to ensure this is always adhered to.

**Public Safety**

The CCTV digital recording system of the premises with a minimum of 31 days recording capability will monitor all public safety issues.

The DPS will be responsible for conducting a fire risk assessment and also a health & safety risk assessment for the licensed premises.

All notices in relation to public health & safety will be

**P. Licensing Objectives**

displayed at the premises.

The DPS will also ensure the premises will be operated in line with the Health & Safety Act and any environmental health issues will be the responsibility of both the licence holder for the premises and the DPS.

**Prevention of Public Nuisance**

The DPS and Premises licence holder fully understand that it is their duty to prevent their business causing any nuisance to any local residents or businesses.

They will monitor the external premises area in relation to any anti-social behaviour or public nuisance.

The premises will only accept trade deliveries or rubbish collections during normal working hours.

The DPS will also monitor the exterior of the premises to ensure litter is kept to a minimum.

In the event of any anti-social behaviour both inside and outside of the premises, the DPS will make any CCTV recordings available to the local Police immediately.

**Protection of Children from Harm**

The DPS will be responsible for ensuring all staff working within the premises will be fully trained and aware of the Challenge 25 rule.

The store will only accept valid forms of identification such as photo driving licence, passport and home office approved ID cards displaying the national proof of age standard scheme (PASS hologram).

All customers who look under the age of 25 shall be challenged to prove their identity when purchasing alcohol.

The premises will also have a refusals register and all refusals by any member of staff shall be recorded and the register made available to Responsible Authorities on request for inspection.

**Declaration**

Data\_Protection

**Associated documents**

DPS CONSENT  
PREMISES PLAN

**About this form**

**Brent Council**  
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**About this form**

Issued by	Brent Council Environment and Neighbourhood Services Regulatory Services Brent Civic Centre Engineers Way Wembley HA9 0FJ
Assigned to	Liquor Licensing
Contact email	<a href="mailto:environmentandprotection@brent.gov.uk">environmentandprotection@brent.gov.uk</a>
Contact phone	020 8937 5359
Channel	Customer Portal
Contact reference	223205148
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