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Brent Police Licensing Unit

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Our ref: 01/QK/210/16

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Date: 18th May 2016

Police Representation to the application for a new Premises Licence for Blooms, 268 Preston Road, Wembley HA3 OPY.

Dear Mr Rizan Jaildeen

I recently visited your shop as part of the consultation process in relation to your application for a new premise Licence, during my visit we spoke about several concerns I had, the first being the times you have applied for the sale of alcohol. You stated that you wanted to open from 06:00 hour, to 24:00 Hours Monday to Sunday, and also sell alcohol from these times, I informed you that I had concerns about these times due to a street drinking problem in the area which had been brought to my attention by the Local Safer Neighbourhoods Team, you stated that you did not sell alcohol until the afternoon and was happy to amend your hours for the sale of alcohol to suit your business; we discussed and agreed that this would be from 09:00 hours until 23:00 hours Monday to Friday.

You said that you would be opening the shop from 06:00 to 24:00 hours Monday to Sunday, and we spoke about how you would prevent the exposure of alcohol outside of the licensable hours to sell alcohol, it was agreed that all the alcohol would be locked behind a lockable door at the entrance to the alcohol aisle, to prevent anyone entering the aisle during these times, and that all other alcohol behind the counter would be covered.

We also discussed the need for a Personal Licence holder to be present on the Premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol, this was due to the issues associated with the area around street drinkers, you stated that this was not an issue as it was only you and other family members that would be working in the shop and all held a Personal Licence.

All the above was put in my first representation letter that I sent to you on the 5/5/2016.

On the 18/05/2016 I received an e-mail from your agent Mr Suresh Kanapathi, which stated that you have now changed your mind on what we had agreed and that you have asked that the condition regarding having a Personal Licence holder to be present on the Premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol, be removed as you are a family business and that you will train everyone regarding the sale of alcohol.

I feel that this would not be sufficient due to the problems related to the location with street drinkers, and the fact that you are currently selling high strength alcohol for £1 a can, and when asked why you stated that you were in competition with other local shops and had to sell it cheaper.

During the visit I inspected the side and rear of your premises, where I saw a large quantity of empty cans of alcohol, this shows a serious street drinking problem which I would suggest you have not tackled, and I fear having untrained staff, or staff trained by unqualified trainers will not fully cover the training needed to comply with the licensing objectives.

You have also now stated that you are not willing to cover the alcohol behind the Counter as there are other items there that you will be selling, I must remind you that Exposing alcohol for unauthorised sale is an offence under 137 of the licensing act 2003.

You have also said that you do not want any lockable grills or door to prevent Access to the alcohol, and will cover it instead. I still feel that the alcohol should not be accessible during the hours outside of the licensable hours to sell alcohol..

Please see the attached photos I took during my visit of the outside side and rear of your shop, along with the statement from the Safer Neighbourhoods officer that is responsible for the area in which your shop is located.

Yours Sincerely

Licensing Constable
Brent Police