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26th September 2017

Our Ref 223728106

Licensing Representation to the Initial Application for the Premises License for BRUCE ROAD FOOD & WINE, 44A Bruce Road NW10 8RG

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

Officer: Esther Chan– Licensing Inspector

An officer of the Licensing Authority, 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 new premises licence under section 17 of the Act.

Following my initial representation dated 7th September 2017, I have had the opportunity to meet the applicant and proposed DPS, Mr Packiarajah Jeramia Jaseendran since returning from his trip abroad.

On Friday 22nd September 2017, a meeting was held at Brent Civic Centre with Mr Jaseendra, PC Michelle Health, PC Paul Whitcombe from Brent Licensing Police Unit and I to discuss the application for a new premise licence to supply alcohol. Mr Jaseendra's agent was not present at the time of the meeting.

Mr Jaseendra confirmed he has not taken over the premise as it is subject to the grant of this application.

The Licensing Police asked Mr Jaseendra what he knew about the shop. He stated he has visited a few times and he is aware that there are some issues with the sale of off licensed products. He felt it was a good opportunity to buy as the premise is close to his home. Mr Jaseendra said he knew about the shop from 'him' who is a friend in South Harrow. Mr Jaseendra was asked to confirm who he was referring as 'him'. He stated the lease holder Mrs Thayarubini Ganesalingam.

Furthermore, Mr Jaseendra said he is an accountant and has been doing the accounts for one of shops since 2000. For this particular shop, he has been doing the accounts for 6 months, therefore he is familiar with the business and some of the problems linked to the shop.

Mr Jaseendra said Mrs Thayarubini Ganesalingam told him to announce the sale of the shop to his acquaintances but he was also offered to buy the shop, however he has no intention to buy the shop straight away. Mrs Thayarubini Ganesalingam would stay for a least a year, essentially he will be her tenant but employ his own staff. He will pay her £1500 per month which includes the rent and 'commission'. He would like to run the shop for 1 to 2 years. If the business does well, he will buy it but if not, he will leave the shop.

Mr Jaseendra said he is currently a DPS at BP petrol station, 170 Portsmouth Road, Southampton SO19 9AS. He is also a part time freelance accountant. In terms of experience, he ran a grocery shop in 2005 for 3 years, which was in a partnership business. The business was registered in his friend's name. The shop was called Easy, 80 St James Lane, Muswell Hill, which sold alcohol. However he is not sure whether the shop had a licence as he believed a premise licence did not exist at the time. He only worked in the weekend.

Mr Jaseendra was asked to explain the four licensing objectives but appeared confused. I asked Mr Jaseendra to confirm if he had read the application prior to his agent submitting the application form. He said yes and was happy with the application prior to submission.

In terms of the licensing objectives, Mr Jaseendra then stated the following:

- protecting the vulnerable people
- keep the environment calm
- not to serve alcohol & stuff to under 18
- display the licensing objectives in the shop'

For clarity and aid Mr Jaseendra explain the licensing objectives in more depth, I asked him to explain how he would uphold each licensing objective based on his application.

In relation to Crime and Disorder, Mr Jaseendra stated the following:

1. Don't sell alcohol/tobacco to under 18's
2. Training to staff. An agent will train staff
3. Not sell high strength beers above 6%
4. Keep shop tidy and visible from outside
5. Keep a refusal book

In relation to the prevention of protection of children from harm, Mr Jaseendra stated the following:

6. Don't sell alcohol/tobacco to under 18's

In relation to the prevention of public nuisance, Mr Jaseendra stated the following:

7. Reduce noise inside the shop

In relation to public safety, Mr Jaseendra stated the following:

8. CCTV recorded for 28 days - *According to the application it states 31 days.*
9. Only the boss would have access to CCTV recordings – *According to the application, a staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must*



be able to provide a police or authorised officer copies of recent CCTV images or data with the minimum delay when requested.

10. Notices 'No ID No sale'

11. Don't sell to under 18's

Mr Jaseendra confirmed he would like to open the shop from 7am to 10pm, however the proposed hours on the application states from 8am to 10pm.

I then asked Mr Jaseendra if he was aware of street drinkers in the area and how he would deal with a street drinker who wished to buy alcohol. Mr Jaseendra believed there are no street drinkers in the area but would be able to identify a street drinker by their smell and behaviour.

Mr Jaseendra said he would like to sell beers like Budweiser, Fosters, Heineken, Dragon Stout and Guinness. Single cans would be sold for around £1.25. This contradicts to what has been proposed to uphold crime and disorder objective as it stipulates 'No sales of single cans of beer, lager or cider'.

As mentioned in my previous representation, this premises falls within a high crime hot spot area and in terms of the actual premises location, it tends to attract loitering. Mr Jaseendra does not appear to understand the issues in the area and the implications of having a premise licence in high crime hot spot area. Whilst the Licensing Authority appreciate that a range of conditions have been proposed on the application form in order to uphold the licensing objective, I have no confidence that Mr Jaseendra will be able to conform to all the conditions. Mr Jaseendra demonstrated limited understanding of licensing. Moreover, Mr Jaseendra confirmed that he will continue to work at BP station in Southampton and have no intention to leave the job until he has fully taken over the shop. This leaves the Licensing Authority in doubt of who exactly will be running the premises on a day to day basis and moreover, take responsibility.

I would therefore request the application to be refused on the grounds that the applicant cannot satisfy the Licensing Authority that he will be able to promote the licensing objectives.

Yours faithfully,



Esther Chan
Licensing Inspector
Planning, Transportation & Licensing