



**METROPOLITAN
POLICE**

TOTAL POLICING

The Licensing Officer
Health, Safety and Licensing
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Your ref: N/A

Our ref: 01QK//17/928

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Date: Monday 25th September 2017

Police representation to the application for a new Premises Licence for Bruce Road Food & Wine 44A Bruce Road, Harlesden London NW10 8RB.

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.

Officer: **Michelle Heath 928QK**

Brent Borough Police Licensing 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 new premises licence under section 17 of the act. The Police representations are primarily concerned with the prevention of crime and disorder.

Bruce Road Food and Wine store based at 1a Alric Avenue, NW10 has had a long history of issues. The premises licence was reviewed by Brent Council's licensing committee following an application being submitted by the Metropolitan Police back in mid 2016. As a result of this, the licensing committee decided to revoke the premises licence. The licence holder appealed the decision but on 27th September 2016, the licence holder decided to withdraw the appeal and the licence subsequently revoked. At the time, the licence holder and DPS was Mr. Ganesalingam RAMANATHAN.

On 11th August 2017, Mr. Packiarajah Jeramia JASEENDRAN submitted a new premises licence application to the London Borough of Brent.

On Friday 22nd September 2017 PC Whitcomb, Esther Chan (Licensing Inspector) and I met with the new applicant, Mr. JASEENDRAN. He attended alone. The applicant told me that he lives in Harrow HA2. He also proposes to become the DPS himself. The applicant told me he was approached by the lease holder Mrs Thayarubini GANESALINGAM and asked to buy the business lease. He had been doing the accounts at this premise for around 6 months so was familiar with the business and some of its problems but despite this decided to submit an application through an agent for a new premises licence. He stated the lease holder Mrs Thayarubini GANESALINGAM would remain for at least one year but he would be her tenant and employ his own staff in the shop and then after a year would decide whether or not to buy the lease. Mr JASEENDRAN stated he also worked part time and was a DPS at BP petrol station 170 Portsmouth Road SO19 9AS in Southampton. Prior to this he was a silent partner for approximately 2-3 years in a grocery shop called Easy - 80 St James Lane Muswell Hill. This was mainly weekend work.

I asked Mr JASEENDRAN could he tell me anything about the shop. He said he knew it had some problems in the past and that the shop had its alcohol licence taken away but appeared to know nothing about the business or the challenging area it is situated in. I then asked Mr JASEENDRAN could he tell me what the licensing objectives were. Initially he looked blank, therefore Esther Chan asked him had he read the application and was he happy with it before it was submitted by his agent. Mr JASEENDRAN stated he was happy with it and had read it and gave the objectives as 'protecting the vulnerable people, keep the environment calm, not to serve alcohol & stuff to under 18 and to display the licensing objectives in the shop. This concerned me as he did not appear to have much of an understanding of the shop or the running of it. How could he adhere to the licensing objectives when he does not even know them?

Mr JASEENDRAN would not have 'day to day control of the business' as per the licensing guidelines expected of a responsible DPS as he also works part time in the BP Petrol station Southampton. He would be visiting the shop 2 possibly 3 times a week. This also concerns me as this premise has been problematic in the past and is in a very challenging area on the borough. It is imperative that any new premises licence holder/DPS has a firm grip of the shop, its staff and the day to day running of the business.

As Mr JASEENDRAN was unable to give an explanation of the 4 licensing objectives we went through each objective individually and asked what he would do to uphold them. These are listed below with his replies in bullet point:-

1. Prevent of crime and disorder

- Provide training to staff through an agent (unknown when, how many times a year etc)
- By not selling strong beers - only those less than 6%
- Mr JASEENDRAN did not know the age verification he stated 18 but stated he would ask for a passport or driving licence as ID.
- Mr JASEENDRAN stated that the shop has CCTV which records for 28 days (This in fact should be 31 days)

2. Protection of children from harm

- Don't sell alcohol/tobacco to under 18's

- Training to staff (unsure how or when at this moment in time)
- Keep a refusal book

3. Prevention of public nuisance

- Reduce noise inside the shop

4. Public safety

- CCTV recorded for 28 days. Mr JASEENDRAN stated only he would have access
- Notices 'No ID no sale'
- Don't sell to under 18 (This should be challenge 25)

Mr JASEENDRAN was asked were there street drinkers in the area and how he would deal with a drunken person who wished to buy alcohol. Mr JASEENDRAN stated he didn't believe there were any street drinkers around the premises but would deal with any drunken people by refusing them sale and would identify a drunken person by the smell and behaviour.

Police are extremely concerned that the applicant knows very little about this application despite claiming to have read it. The applicant appears to have very little basic licensing knowledge so much so that he was unable to tell us the licensing objectives. The applicant is already a DPS at a petrol station in Southampton where he works part time. He is also a freelance book keeper/accountant. I do not believe that with such commitments held by the applicant already that he will be able to have sufficient control over this premises which will require a hands on, full time DPS.

To conclude police feel that it will be detrimental upon the 4 licensing objectives if this application was granted. Therefore police respectfully request that this application is refused.

Michelle Heath 928QK

Licensing Constable for
Brent Borough Police