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Manishabahen R Thakkar  
Jala Off Licence  
95 Ealing Road  
Wembley  
HA0 4BN

19 December 2017

Dear Sir/Madam,

**Re: Licensing Representation to the Application for the new Premises Licence of Jala Off Licence, 95 Ealing Road, Wembley, HA0 4BN**

I certify that I have considered the above new application and I wish to make representations.

Officer: Susana Figueiredo – 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.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

Please find below my response to this application.

**Sale of Alcohol from 06.00hrs**

The sale of alcohol at 06.00hrs encourages persons to purchase and consume alcohol at a very early hour of the morning. Removing such opportunity altogether prevents the licence holder or his staff from having to be in a position to refuse sales and further reduces the chances of alcohol being purchased by customers for consumption at this time.

As I understand the premises opens at 06.00hrs but unfortunately the Licensing Authority cannot use this as a measuring tool for when the supply and display of alcohol for sale should take place. In order to uphold the Licensing objectives, it is necessary that alcohol not be sold at this time of the morning or until as late as 01.00hrs.

As previously explained, there are existing issues surrounding **anti-social behaviour, loitering and public drinking** in the immediate area. Permitting an additional off licence with such timings, I believe would add to the already existing issues and undermine the licensing objectives.

There are also the following two schools in the vicinity of the proposed off licence; Alperton High School and Barham Primary School. In order to avoid children of school age witnessing persons loitering and street drinking, it is proposed that alcohol not be sold before 09.00hrs.

It is therefore proposed that the supply of alcohol be modified from 06.00hrs-01.00hrs to;

### **09.00hrs-23.00hrs**

This would go some way in promoting the licensing objectives. In order to further promote the Licensing objectives the following conditions are suggested;

#### **Conditions to be added to the Licence**

- 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 authorised Officers from Brent Council.
- A CCTV camera shall be installed to cover the entrance of the premises and further cameras installed to cover the entire servery.
- A sign stating 'No proof of age, No sale' shall be displayed at the point of sale.
- A 'Challenge 25' policy shall be adopted and adhered to
- No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.
- A clear and unobstructed view into the premises shall be maintained at all times.
- An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following
  - (a) all crimes reported to the venue
  - (b) any complaints received
  - (c) any incidents of disorder
  - (d) all seizures of drugs or offensive weapons
  - (e) any faults in the CCTV system or searching equipment or scanning equipment
  - (f) any refusal of the sale of alcohol
  - (g) any visit by a relevant authority or emergency service.
- A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
- Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.
- Any staff directly involved in selling alcohol for retail to consumers, staff who provide training including managers shall undergo regular training of the Licensing Act 2003 legislation. The training shall cover in particular; how to manage issues in relation to underage sales and dealing with intoxicated persons and street drinkers The training shall be documented and signed off by

the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.

- No miniature bottles of wine or spirits in units of less than 35cl shall be sold at the premises.
- No single cans of beers, lagers and ciders shall be stocked or sold at the premises.
- All alcohol stocked and sold shall be labelled with the name 'JALA'.
- The licensee shall ensure that any activity associated with the premises shall be carried out in such a manner so as not to cause a public nuisance to neighbours.
- Customers shall not be permitted to congregate on the forecourt outside the premises.

Yours sincerely,



Susana Figueiredo  
Licensing Inspector  
Planning, Transportation, Licensing