

From: publichealthlicensing  
Sent: 11 January 2018 12:42  
To: 'info@personalllicencecourses.com' <info@personalllicencecourses.com>  
Cc: Business Licence <business.licence@brent.gov.uk>  
Subject: New Premises - 95 Ealing Road, Wembley, HA0 4BN  
Importance: High

Dear Mrs Manishabahen R Thakkar

RE: Public Health representation for the application for premises JALA OFF LICENCE, 95 Ealing Road, Wembley, HA0 4BN.

The above application has been considered on behalf of the director of Public Health - Dr Melanie Smith, and wish to make a representation as the granting of the application may impede on the licensing objectives: The prevention of crime and disorder, public safety, the protection of children from harm and the prevention of public nuisance.

It has been recognised that street drinking and alcohol related incidents are a cause of concern in the Wembley area. As Jala Off Licence is located within this zone, it is the applicant's responsibility to ensure that the licensing objectives are upheld. Based on the evidence of cumulative impact summarized below, I believe that granting the licence application would potentially add to the impact of alcohol on crime and disorder.

The data below indicates a continuing significant impact from alcohol on crime and disorder:

- London Ambulance Service attended 91 alcohol related call-outs in the Wembley area within the year 2016-17. This is the second highest ward for alcohol related ambulance call-outs in comparison to all other Brent Wards.

In addition, there have been numerous complaints from local residents about drunkenness and disorder in and around the area where the premises is situated. Granting the application may increase the level of street drinking, particularly if alcohol is being sold from as early as 6am.

There are also schools within close proximity to the premises and to the area where drunkenness and disorder have been reported, potentially putting young people at an increased risk, therefore we proposed the following conditions on the 07/12/18:

- Signage stating 'no proof of age-no sale' and 'known street drinkers shall not be served' shall be displayed at the point of sale
- A 'Challenge 21' policy shall be adopted and adhered to at all times
- No high strength beers, lagers and ciders above 6.0% ABV shall be stocked or sold at the premises.
- No miniature bottles of wine and spirits in units less than 35cl shall be stocked or sold at the premise unless packaged as part of a seasonal gift set.
- No alcohol to be sold before the hours of 10 AM and past the hours of 12 AM.

We will require these conditions to appear on the licence schedule should the licence be granted.

The Sub-Committee hearing is scheduled for Monday 22nd January, so If the conditions above are accepted in full and confirmed in writing/email, Public Health would withdraw this representation.

Thank you,

Kind regards  
Tanya

Tanya Mutsekwa  
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