



**METROPOLITAN
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TERRITORIAL POLICING

Brent Police Licensing Unit

*Brent Civic Centre
Engineers Way
Wembley
Middlesex
HA9 0FJ*

Your ref: 19059

Our ref: 2965NW/192/20

Brent Borough Licensing NW CU

*South Harrow Police Station
74 Northolt Road
South Harrow
HA2 0DN*

Email:

Gary.L.R.Norton@met.police.uk

Web: www.met.police.uk

Date: 11/06/2020

Police representations to the premises licence application for 'Lidl, Minavil House, Ealing Road, Wembley, HA0 4EL'.

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 Council's Licensing Objectives for the reasons indicated below.

Officer: PC Gary Norton 2965NW

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.

An application has been made to apply for a premises licence under section 17 of the Licensing Act 2003.

The Police representations are primarily concerned with all four licensing objectives:

Prevention of Crime & Disorder; Prevention of Public Nuisance; Public Safety & The Protection of Children from Harm.

The premises site is within the Cumulative Impact Zone (CIZ), areas that have had repeated issues that undermine the licensing objectives, despite numerous conditions and action taken to reduce these problems. Therefore, as stated in Brent Councils guidance, "the presumption is that the application will be refused, unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives."

The application states a number of standard conditions in attempting to adhere to the licensing objectives, but not enough in my opinion to suggest this would mitigate the additional licensing issues in an area already saturated with premises offering alcohol sales.

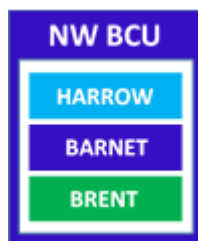
However, a business renowned for its low cost quality products selling alcohol at 0700hrs in the morning does nothing to reassure me that anything other than more licensing concerns will result.

Therefore, I oppose the premises license application.

Yours Sincerely,

PC Gary Norton 2965NW
Barnet/Brent/Harrow Licensing
NorthWest Partnership & Prevention

Gary.L.R.Norton@met.police.uk



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