



Alcohol and Entertainment Licensing Sub-Committee (C)

Tuesday 31 March 2015 at 10.30 am
Board Room 6 - Brent Civic Centre, Engineers Way,
Wembley HA9 0FJ

Membership:

Members

Councillors:

Long (Chair)
Hoda-Benn
McLeish

Substitute Members

Councillors:

Ahmed, Bradley, Chohan, Duffy,
Hector and Tatler

For further information contact: Toby Howes, Senior Democratic Services Officer
020 8937 1307, toby.howes@brent.gov.uk

For electronic copies of minutes, reports and agendas, and to be alerted when the minutes of this meeting have been published visit:
democracy.brent.gov.uk

The press and public are welcome to attend this meeting

Agenda

Introductions, if appropriate.

Apologies for absence and clarification of alternate members

Item	Page
1	
Declarations of personal and prejudicial interests	
Members are invited to declare at this stage of the meeting, any relevant financial or other interest in the items on this agenda.	
2	1 - 12
Application by Dr Vita LLP for a premises licence for 'Unit H' (273 Abbeydale Road, Wembley HA0 1TW) pursuant to the provisions of the Licensing Act 2003	
3	13 - 24
Application by Jalaram Transport Ltd for a premises licence for 'Jalaram Money Transfer & Parcel Service' (226 Ealing Road, Wembley HA0 4QL) pursuant to the provisions of the Licensing Act 2003	



Please remember to switch your mobile phone to silent during the meeting.

- The meeting room is accessible by lift and seats will be provided for members of the public.

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Dr Vita LLP
Name & Address of Premises:	Unit H, 273 Abbeydale Road, Wembley, HA0 1TW
Applicants Agent:	Beyond the Blue Ltd

The application is for a new premises licence:

To supply alcohol & remain open from:
08:00 hours until 20:00 hours on Monday to Sunday

2. Background

None

3. Promotion of the Licensing Objectives

See page 4/5 of the application.

4. Relevant Representations

Representations have been received from the Police.

5. Interested Parties

None

6. Policy Considerations

Paragraph Nos: 7.2 8.1 – 8.4

8.1 Where responsible authorities and interested parties do not raise any relevant representations regarding the application made to the council, the council will grant the licence or certificate subject only to the conditions that are consistent with the operating schedule or club operating schedule and any mandatory conditions prescribed in the Act itself.

8.2 Where responsible authorities and interested parties raise relevant representations, the council may, if it is satisfied at a hearing or otherwise, impose conditions where considered necessary for the promotion of the licensing objectives.

8.3 Any conditions attached by the council or submitted by the applicant must focus on the direct impact of the activities taking place at licensed premises, on those attending the premises and residents and persons working in the area.

8.4 Any conditions attached to licences will be tailored to the individual needs, style and characteristics of the particular premises and events concerned and will be drawn from a 'model pool of conditions' (where appropriate) to the particular premises.

7. Associated Papers

- A. Copy of Application Form
- B. Copy of Police Objection

Brent Council
Premises Licence - Initial Application - Ref. 223270827

Premises

Unit H, 273 Abbeydale Road, Wembley, HA0 1TW [Location Map](#)

About the agent

Type Limited Company

Agent

Organisation name Beyond the Blue Limited

Address [REDACTED]
Town Englefield Green
County Surrey
Postcode TW20 0QF
Email address p.mayhew@btbl.co.uk

Applicant number

Total One

About applicant one

Type Partnership

Applicant One

Organisation name Dr Vita LLP

Address [REDACTED]
Town London
County [REDACTED]
Postcode [REDACTED]
Email address [REDACTED]
Contact Name Marta Ulita
Phone Number [REDACTED]
Mobile [REDACTED]
Joint Applicants Limited Liability Partnership
Registered Number [REDACTED]

Premises Details

Brent Council
Premises Licence - Initial Application - Ref. 223270827

Premises Details

Address Unit H, 273 Abbeydale Road, Wembley, HA0 1TW
Post Town
Postcode HA0 1TW
Telephone number
Non-Domestic Rateable Value 10750.00

Operating Schedule

Desired Start Date 16/02/2015
Desired End Date
Number Expected

General Description of Premises
Convenience Store and Cash & Carry selling food, drinks and household items to those working and living in the local area as well as the supply to other businesses.
The shop specialises in products sourced from Eastern Europe and Poland in particular.
The premises is situated in a commercial area.

Licensable Activities

Supply of alcohol Yes

M. Supply of alcohol - Standard Times

Day Monday
Start Time 08:00
End Time 20:00

Day Tuesday
Start Time 08:00
End Time 20:00

Day Wednesday
Start Time 08:00
End Time 20:00

Day Thursday
Start Time 08:00
End Time 20:00

Day Friday
Start Time 08:00
End Time 20:00

Brent Council
Premises Licence - Initial Application - Ref. 223270827

M. Supply of alcohol - Standard Times

Day Saturday
Start Time 08:00
End Time 20:00

Day Sunday
Start Time 08:00
End Time 20:00

M. Supply of alcohol - Further Details

On/Off Sales Off the premises
Seasonal Variations
Non-Standard Timings

Premises Supervisor

Name Weronika Kaczmarczyk
Address [REDACTED]
London
Postcode [REDACTED]
Phone
Email [REDACTED]
Licence Number Application Pending
Issuing Licensing Authority London Borough of Brent

N. Concern in respect of children

Concerns Regarding Children N/A

O. Hours premises are open to the public - Standard Times

Day Monday
Start Time 08:00
End Time 20:00

Day Tuesday
Start Time 08:00
End Time 20:00

Day Wednesday
Start Time 08:00
End Time 20:00

Brent Council
Premises Licence - Initial Application - Ref. 223270827

O. Hours premises are open to the public - Standard Times

Day Thursday
Start Time 08:00
End Time 20:00

Day Friday
Start Time 08:00
End Time 20:00

Day Saturday
Start Time 08:00
End Time 20:00

Day Sunday
Start Time 08:00
End Time 20:00

O. Hours premises are open to the public - Further Details

Seasonal Variations

Non-Standard Timings

P. Licensing Objectives

General

1. Staff Training ζ Appropriate induction training will be undertaken with all relevant staff to cover appropriate subjects for their role including:
 - a. The responsible sale of alcohol.
 - b. The prevention of under-age sales of alcohol, the Challenge 25 policy and in checking & authenticating accepted forms of identification.
 - c. The responsibility to refuse the sale of alcohol to any person who is drunk.

2. Recording Practices ζ The premises will maintain written reports and registers. These will be kept for a minimum of 12 months and made available to the police and any authorised officer of the licensing authority on request. Records will be maintained of the following:
 - a. Any complaint against the premises in respect of any of the licensing objectives
 - b. Any crime reported at the premises
 - c. Any illegal drug related incident
 - d. A ζ register of refusals ζ highlighting any refusal in the sale of age-restricted products; for any reason.
 - e. Any fault in the CCTV systemAll written reports and registers will be regularly checked by the DPS.

3. Food Business - The primary purpose of the business is for the sale of food and other household items.

4. Off Sales ζ Only sealed unopened containers will be sold for off-sales.

Brent Council
Premises Licence - Initial Application - Ref. 223270827

P. Licensing Objectives

Prevention of Crime and Disorder

5.CCTV - The venue shall maintain a CCTV system. The CCTV system shall continually record whilst the venue is open for licensable activities and / or when customers remain on the premises. All recordings shall be time & date stamped, maintained for a 31 day period and be made available to the Police or authorised officer of the licensing authority upon request. The CCTV system shall:

- a. Cover all entry points used by the public.
- b. Enable frontal identification of persons entering in any light condition.
- c. Be maintained by a suitably qualified person.

6.CCTV - Sufficient competent persons should be authorised by the premises licence holder to provide the Police with downloaded CCTV footage and / or images in an appropriate recorded format (usually to a disc) when formally requested to do so. The authorised person(s) should be sufficient to enable such data to be obtained by the police within a reasonable time of a formal request being made.

7.Drugs Zero Tolerance Policy ∫ A Zero Tolerance Policy towards the use, possession and supply of illegal drugs will be adopted and enforced.

8.Intruder Alarm ∫ An intruder alarm is installed and remotely monitored.

Public Safety

9.Fire Safety ∫ A fire risk assessment will be conducted and regularly reviewed. In-line with the Fire Risk Assessment:

- a.Heat / Smoke detectors are installed and maintained by a competent person.
- b.Fire detection and fire safety equipment checks are recorded.
- c.Fire extinguishers are installed in accordance with the recommendations of the fire risk assessment and marked on the premises plan.
- d.Emergency lighting is installed in accordance with the recommendations of the fire risk assessment and marked on the premises plan.
- e.All emergency exits are marked on the premises plan.

10.First Aid - Adequate first aid boxes will be maintained.

Prevention of Public Nuisance

11.Licensable Activities - No regulated entertainment has been applied for.

12.Refuse Disposal - Regular waste disposal is undertaken in accordance with the council's requirements.

13.Litter - The area immediately outside the premises will be maintained to ensure that any litter generated by the premises and / or its customers is regularly cleared.

Protection of Children from Harm

14.Challenge 25 ∫ A Challenge 25 policy will be enforced, where any person reasonably looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. The only acceptable forms of identity will be those photographic identification documents recognised in the Home Office guidance; including passports, photo-card driving licence or proof of age card bearing a PASS hologram.

15.Recording Practices - A register of refusals will be maintained at the premises.

Brent Council
Premises Licence - Initial Application - Ref. 223270827

Declaration

Data_Protection

Associated documents

DPS Consent Form
Premises Licence Plan

About this form

Issued by	Brent Council Environment and Neighbourhood Services Regulatory Services Brent Civic Centre Engineers Way Wembley HA9 0FJ
Assigned to	Liquor Licensing
Contact email	environmentandprotection@brent.gov.uk
Contact phone	020 8937 5359
Channel	Customer Portal
Received on	19/01/2015
Form reference	223270827
Status	Submitted on 19/01/2015 16:03
Contact method	Self service
Type	Premises Licence - Initial Application
Amount paid	£190.00
Payment method	Debit Card

The Licensing Officer
Health, Safety and Licensing
Brent Civic Centre
Engineers Way
Wembley
HA9 7FJ

**Brent Borough
Licensing Department**

Brent Civic Centre
Engineers Way
Wembley
HA9 7FJ
Tel: 020 8733 3206
Mobile: 07500993899
Email:
paul.whitcomb@met.police.uk
www.met.police.uk

Your ref:
Our ref: 01QK/19/15/782

Date **4th March 2015**

Police representation for a new Premises Licence at Unit H, 273 Abbeydale Road, Wembley, Middlesex HA0 1TW.

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.

I am of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below.

If these conditions were accepted in full **I would withdraw my representation.**

Officer: **Paul Whitcomb**
Licensing Constable PC 782QK

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 premises licence under section 17 of the act.

The Police representations are primarily concerned with crime and disorder.

Personal Licence Holder

The sale of alcohol to drunken people and children is a major cause of concern to police and highlighted in the Governments Alcohol Harm Reduction Strategy. Off Licences are particularly open to these sales receiving little supervision or visits from the responsible authorities. Those who sell alcohol should be fully aware of the legislation and issues around alcohol and should be fully trained to a national standard.

Closed Circuit Television (CCTV)

Good quality CCTV is essential as a deterrent for the prevention of crime and the detection of offenders. It allows for both covert and overt monitoring of the premises.

With proper signage, this reassures both staff and clientele, that this is a safe environment where illegal activities are not tolerated.

All cameras and recording equipment will be installed and maintained in accordance with Home Office Guidance and the manufacturers instructions and will be fully operational when the premises are open to the public.

Notices shall be displayed at the entrance to the premises, and in prominent positions throughout the premises, advising that CCTV is in operation.

Operating Hours to be displayed on Premises

A notice displaying the opening hours, the type of licensing activity and licence conditions should be clearly displayed and visible to anyone outside the premises. This may be incorporated in the summary of the licence, which must be displayed, or take the form of a separate item. Likewise the name of the Designated Premises Supervisor (D.P.S.) should be similarly displayed. This will allow the Police and other responsible authorities to readily identify the licence details. Clearly displayed opening hours will also reduce any confusion for customers prior to entering the premises and possible conflict when the premises close/stop selling alcohol.

A Summary of the Premises Licence will be displayed at each public entrance to the premises.

High Strength Alcoholic Drinks

Street drinkers and drunkenness is a major cause for concern in Brent. Brent Borough is a controlled drinking zone. It is proven that high strength but cheap lagers, beers and cider contribute to the problem. If the premise does not stock these cheap high strength drinks (above 6.0% ABV) then the problem will be lessened or displaced. All Off Licenses in the area will be required to stop stocking these High strength drinks as they vary or come to review.

Security Measures

The following measures are proven to improve the security of your shop premises.

The floor area in front of the counter must be kept clear of any objects that could be used as a step to attack staff. Behind the counter the floor area should be raised 15 centimetres.

The premises must be protected by a monitored Intruder Alarm system.

The till/s should be secured from being lifted or moved. There shall be a door where access to the till area begins.

The window of the premises shall be kept clear of signage and advertising.

Spirits, Champagne and other similar valued goods should be displayed behind the counter. All alcohol within the shop should be displayed within the direct sight of the till operator and not obscured by other shelving etc.

Police require the following points should be added as conditions on the premises licence as below.

All staff will undergo training of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff. The training log shall be kept on the premises and made available for inspection by police and other relevant authorities upon request.

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.

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 upon request.

CCTV cameras shall be installed to cover the entrance of the premises.

No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked.

A "Challenge 25" policy shall be adopted and adhered to.

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:

- All crimes reported to the venue
- All ejections of patrons
- Any complaints received
- Any faults in the CCTV system
- Any refusal of the sale of alcohol
- Any visit by a relevant authority or emergency service.

The following crime prevention measures are to be implemented:
A time delay safe with deposit slot and anti fishing mechanisms must be used in line with a cash minimization policy.
Regular robbery awareness and cash minimization training given to all staff.

Outside the hours authorised for the sale of alcohol and when members of the public are permitted to be at the premises, 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 alcohol by customers and staff.

Yours Sincerely,

Paul Whitcomb PC 782QK
Licensing Constable Brent Police

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Jalaram Transport Ltd
Name & Address of Premises:	Jalaram Money Transfer & Parcel Service, 226 Ealing Road, Wembley HA0 4QL
Applicants Agent:	Licensing Matters Ltd

The application is for a new premises licence:

- 1 To supply Late Night Refreshment from:
23:00 hours to 01:00 hours Monday to Sunday and

to supply alcohol & remain open from:
06:00 hours until 01:00 hours on Monday to Sunday

2. Background

None

3. Promotion of the Licensing Objectives

See page 5/6 of the application.

4. Relevant Representations

Representations have been received from the Police.

5. Interested Parties

None

6. Policy Considerations

Paragraph Nos: 7.2 8.1 – 8.4

8.1 Where responsible authorities and interested parties do not raise any relevant representations regarding the application made to the council, the council will grant the licence or certificate subject only to the conditions that are consistent with the operating schedule or club operating schedule and any mandatory conditions prescribed in the Act itself.

8.2 Where responsible authorities and interested parties raise relevant representations, the council may, if it is satisfied at a hearing or otherwise, impose conditions where considered necessary for the promotion of the licensing objectives.

8.3 Any conditions attached by the council or submitted by the applicant must focus on the direct impact of the activities taking place at licensed premises, on those attending the premises and residents and persons working in the area.

8.4 Any conditions attached to licences will be tailored to the individual needs, style and characteristics of the particular premises and events concerned and will be drawn from a 'model pool of conditions' (where appropriate) to the particular premises.

7. Associated Papers

- A. Copy of Application Form
- B. Copy of Police Objection

Brent Council
Premises Licence - Initial Application - Ref. 223285615

Agent

Title Miss
Forename 1 Gemma
Forename 2 Goodwin
Organisation name Licensing Matters Ltd

Address Time Technology Park
Blackburn Road
Town Simonstone
County
Postcode BB12 7TW
Email address gemma.goodwin@licensingmatters.net
Client Reference 605

Applicant number

Total One

About applicant one

Type Limited Company

Applicant One

Title
Forename 1
Organisation name Jalaram Transport Ltd
Address 226 EALING ROAD
Town WEMBLEY
County
Postcode HA0 4QL
Email address gemma.goodwin@licensingmatters.net
Contact Name Manisha Thakkar
Phone Number
Mobile
Joint Applicants
Organisation Description LIMITED COMPANY
Registered Address [REDACTED]
Registered Number 07390108

Brent Council
Premises Licence - Initial Application - Ref. 223285615

Premises

JALARAM MONEY TRANSFER & PARCEL SERVICE, 226 Ealing Road, Wembley, HA0 4QL [Location Map](#)

Premises Details

Address	226 Ealing Road, Wembley, HA0 4QL
Post Town	
Postcode	HA0 4QL
Telephone number	
Non-Domestic Rateable Value	17500.00

Operating Schedule

Desired Start Date	06/03/2015
Desired End Date	
Number Expected	

General Description of Premises	THE BUSINESS IS CURRENTLY OPERATED AT NUMBER 93-95 EALING ROAD, WHICH HAS HELD A PREMISES LICENCE FOR APPROX 1 YEAR. THE BUSINESS IS MOVING TO NUMBER 226 EALING ROAD, & ONCE THE CHANGEOVER HAS TAKEN PLACE THE LICENCE FOR NUMBER 93-95 EALING ROAD WILL BE SURRENDERED.
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Licensable Activities

Provision of late night refreshment	Yes
Supply of alcohol	Yes

L. Late night refreshment - Standard Times

Day	Monday
Start Time	23:00
End Time	01:00

Day	Tuesday
Start Time	23:00
End Time	01:00

Day	Wednesday
Start Time	23:00
End Time	01:00

Day	Thursday
Start Time	23:00
End Time	01:00

Brent Council
Premises Licence - Initial Application - Ref. 223285615

L. Late night refreshment - Standard Times

Day	Friday
Start Time	23:00
End Time	01:00

Day	Saturday
Start Time	23:00
End Time	01:00

Day	Sunday
Start Time	23:00
End Time	01:00

L. Late night refreshment - Further Details

Indoors or Outdoors	Indoors
Further Details	HOT DRINKS & SNACKS
Seasonal Variations	
Non-Standard Timings	

M. Supply of alcohol - Standard Times

Day	Monday
Start Time	06:00
End Time	01:00

Day	Tuesday
Start Time	06:00
End Time	01:00

Day	Wednesday
Start Time	06:00
End Time	01:00

Day	Thursday
Start Time	06:00
End Time	01:00

Day	Friday
Start Time	06:00
End Time	01:00

Day	Saturday
Start Time	06:00

Brent Council
Premises Licence - Initial Application - Ref. 223285615

M. Supply of alcohol - Standard Times

End Time 01:00

Day Sunday

Start Time 06:00

End Time 01:00

M. Supply of alcohol - Further Details

On/Off Sales Off the premises

Seasonal Variations

Non-Standard Timings

Premises Supervisor

Name SHANKER MALLESHI BADIGER

Address

Postcode

Phone

Email

Licence Number 157606

Issuing Licensing Authority LB BRENT

N. Concern in respect of children

Concerns Regarding Children NONE

O. Hours premises are open to the public - Standard Times

Day Monday

Start Time 06:00

End Time 01:00

Day Tuesday

Start Time 06:00

End Time 01:00

Day Wednesday

Start Time 06:00

End Time 01:00

Day Thursday

Start Time 06:00

Brent Council
Premises Licence - Initial Application - Ref. 223285615

O. Hours premises are open to the public - Standard Times

End Time 01:00

Day Friday

Start Time 06:00

End Time 01:00

Day Saturday

Start Time 06:00

End Time 01:00

Day Sunday

Start Time 06:00

End Time 01:00

O. Hours premises are open to the public - Further Details

Seasonal Variations

Non-Standard Timings

P. Licensing Objectives

General

The premises will be managed in line with the four licensing objectives & government legislation.

Prevention of Crime and Disorder

1) CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition. Recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council upon reasonable request.

2) CCTV cameras shall be installed to cover the entrance of the premises.

3) A refusal book/ electronic register shall be kept and maintained that includes the date, time, and name of person refusing the sale. The register will be made available for inspection at the premises upon reasonable request.

3) 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: all crimes reported to the venue, all ejections of patrons, any complaints received, any faults in the CCTV system or searching equipment/ scanning equipment, any refusal of the sale of alcohol, any visit by a relevant authority, or emergency service.

4) A time delay safe with deposit slot and anti fishing mechanisms must be used in line with a cash minimization policy.

5) Regular robbery awareness and cash minimization training will be given to all staff.

6) The Premises Licence Holder/ DPS shall ensure that at all times the individual responsible for managing the shop will have a good command of English.

Brent Council
Premises Licence - Initial Application - Ref. 223285615

P. Licensing Objectives

Public Safety	CCTV CAMERAS WILL BE LOCATED INSIDE THE PREMISES & THE ENTRANCE.
Prevention of Public Nuisance	CCTV CAMERAS WILL BE LOCATED INSIDE THE PREMISES & THE ENTRANCE.
Protection of Children from Harm	1) All staff employed at the premises will be fully trained in making sales of alcohol and in particular how to manage issues in relation to underage sales, dealing with intoxicated persons and street drinkers. The training will be documented and made available to the police or officers authorised by the licensing authority upon reasonable request. 2) The premises will operate a challenge 25 policy. Whenever a person attempting to purchase alcohol looks or appears to be under the age of 25, they will be challenged for ID to prove that they are 18 years or older. 3) A poster will be on display advising customers of the challenge 25 policy. 4) The only types of ID that will be accepted as proof of age are passports, driving licences, & cards bearing the PASS hologram.

Declaration

Data_Protection

Associated documents

plan

About this form

Issued by	Brent Council Environment and Neighbourhood Services Regulatory Services Brent Civic Centre Engineers Way Wembley HA9 0FJ
Assigned to	Liquor Licensing
Contact email	environmentandprotection@brent.gov.uk
Contact phone	020 8937 5359
Channel	Customer Portal
Contact reference	1455052
Received on	05/02/2015
Form reference	223285615
Status	Submitted on 05/02/2015 14:22
Contact method	Self service
Type	Premises Licence - Initial Application
Amount paid	£190.00
Payment method	Debit Card

The Licensing Officer
Health, Safety and Licensing
Brent Civic Centre
Engineers Way
Wembley
HA9 7FJ

**Brent Borough
Licensing Department**

Wembley Police Station
603 Harrow Road
Wembley
HA0 2HH
Tel: 020 8733 3206

Email: sam.lewis-
evans@met.police.uk
www.met.police.uk

Your ref:
Our ref: 01QK/53/15/598QK

Date 3rd March 2015

Police representation to the application for a new Premises Licence for 'Jalaram Money Transfer and Parcel Service' 226 Ealing Road, HA0 4QL.

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.

I am of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below.

If these conditions were accepted in full I would withdraw my representation.

Officer: Sam Lewis-Evans
Licensing Constable PC 598QK

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 crime and disorder, public nuisance and public safety.

This area of Ealing Road has a problem with street drinkers. Street drinkers purchase alcohol in this area of Ealing Road and then make their way to surrounding parks where they cause anti social behaviour. The area has just recently seen an influx of homeless Eastern European males who are purchasing alcohol in the area and consuming it in parks and along the canal banks.

Police require the following points that are included in the operating schedule be added as conditions on the premises licence.

Closed Circuit Television (CCTV)

Good quality CCTV is essential as a deterrent for the prevention of crime and the detection of offenders. It allows for both covert and overt monitoring of the premises. With proper signage, this reassures both staff and clientele, that this is a safe environment where illegal activities are not tolerated.

Closed circuit television cameras and recorders of an agreed image standard will be installed at locations on the premises and in accordance with advice from the Police.

All cameras and recording equipment will be installed and maintained in accordance with Home Office Guidance and the manufacturers instructions and will be fully operational when the premises are open to the public.

Notices shall be displayed at the entrance to the premises, and in prominent positions throughout the premises, advising that CCTV is in operation.

Operating Hours to be displayed on Premises

A notice displaying the opening hours, the type of licensing activity and licence conditions should be clearly displayed and visible to anyone outside the premises. This may be incorporated in the summary of the licence, which must be displayed, or take the form of a separate item.

Likewise the name of the Designated Premises Supervisor (D.P.S.) if required should be similarly displayed.

This will allow the Police and other responsible authorities to readily identify the licence details. Clearly displayed opening hours will also reduce any confusion for customers prior to entering the premises and possible conflict when the premises close/stop selling alcohol.

A Summary of the Premises Licence will be displayed at each public entrance to the premises.

High Strength alcoholic drinks

Street drinkers and drunkenness is a major cause for concern in Brent. Brent Borough is a controlled drinking zone. It is proven that high strength but cheap lagers, beers and cider contribute to the problem. If the premise does not stock these cheap high strength drinks (above 6.0% ABV) then the problem will be lessened or displaced. All Off Licenses in the area will be required to stop stocking these High strength drinks as they vary or come to review.

Security Measures

The following measures are proven to improve the security of your shop premises.

The floor area in front of the counter must be kept clear of any objects that could be used as a step to attack staff.

The till/s should be secured from being lifted or moved.

The window of the premises shall be kept clear of signage and advertising.

Spirits, Champagne and other similar valued goods should be displayed behind the counter. All alcohol within the shop should be displayed within the direct sight of the till operator and not obscured by other shelving etc.

The conditions that Police require to be added to the Premises Licence are listed below:

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

CCTV cameras shall be installed to cover the entrance of the premises.

No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked.

A sign stating "No proof of age – No sale" shall be displayed at the point of sale.

A refusal book shall be kept and maintained that includes the date time and name of person refusing the sale, it should be available for inspection at the premises.

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:

- all crimes reported to the venue
- all ejections of patrons
- any complaints received
- any faults in the CCTV system
- any refusal of the sale of alcohol
- any visit by a relevant authority or emergency service.

The following crime prevention measures be implemented:

- A time delay safe with deposit slot and anti fishing mechanisms must be used in line with a cash minimization policy.
- Regular robbery awareness and cash minimization training given to all staff

Single (1) cans of alcohol will not be sold.

A "Challenge 21" policy shall be adopted and adhered to.

A clear and unobstructed view into the premises shall be maintained at all times.

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.

A personal licence holder fluent in English shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.

Yours Sincerely

Sam Lewis-Evans 598QK
Licensing Constable Brent Police

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