

Alcohol and Entertainment Licensing Sub-Committee

Thursday 13 August 2020 at 10.00 am

This will be held as an online virtual Meeting

Details on how to access the link in order to view the meeting will be made available online via the following

link: <https://www.brent.gov.uk/your-council/democracy-in-brent/local-democracy/live-streaming/>

Membership:

Members

Councillors:

Long (Chair)
Kennelly
Maurice

Substitute Members

Councillors:

Ahmed, Chohan, Hector, McLeish, W Mitchell Murray
and RS Patel, Shahzad

For further information contact: Devbai Bhanji, Governance Assistant

Tel: 020 8937 6841; Email: devbai.bhanji@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:

www.brent.gov.uk/committees

The press and public are welcome to attend this meeting as an online virtual meeting. The link to view the meeting will be made available via the following link:

<https://www.brent.gov.uk/your-council/democracy-in-brent/local-democracy/live-streaming/>

Notes for Members - Declarations of Interest:

If a Member is aware they have a Disclosable Pecuniary Interest* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest** in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

***Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences**- Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

****Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
 - To which you are appointed by the council;
 - which exercises functions of a public nature;
 - which is directed is to charitable purposes;
 - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests a of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

Agenda

Introductions, if appropriate.

Item	Page
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for a New Premises Licence by E and E Mini Market Limited for the premises known as Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG, pursuant to the provisions of the Licensing Act 2003	1 - 44
4 Application for New Premises Licence by Nishanthan Jebaranjan for the premises known as Nishco Food & Wine, 319 Harrow Road, Wembley, HA9 6BA, pursuant to the provisions of the Licensing Act 2003	45 - 78

Date of the next meeting: Date Not Specified



Please remember to **SWITCH OFF** your mobile phone during the meeting.

This page is intentionally left blank

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	E and E Mini Market Limited
Name & Address of Premises:	Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG
Applicants Agent:	Olu Olusola

The application is for a new premises licence:

- 1 For the sale and supply of alcohol from 10:00hrs to 22:30hrs and to remain open from 08:30hrs to 22:30hrs Monday to Sunday.

2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

Cumulative Impact Zones are a tool outlined in the Licensing Act 2003 to address alcohol related anti-social behaviour where authorising of further licences in a specific area may undermine the promotion of the licensing objectives.

This application falls within a Cumulative Impact Zone.

3. Promotion of the Licensing Objectives

See page 13 of the application form.

4. Relevant Representations

Representations have been received from the Police, Licensing Officers, a Ward Councillor and local resident

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

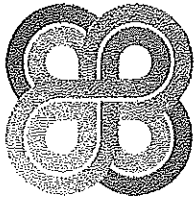
7. Determination of the Application

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

8. Associated Papers

- A. Copy of Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. Councillor Objection
- E. Resident Objection
- F. OS Map



Brent

NEW PREMISES LICENCE APPLICATION FORM

Application for a premises licence to be granted
under the Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in **block capitals**. In all cases ensure that your answers are inside the boxes and written in **black ink**. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I/We..... E AND E MINI MARKET LIMITED (T/A PEACO EXPRESS MARKET).....

.....apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description	
4 LIBRARY PARADE, CRAVEN PARK ROAD	
Post town LONDON	Post code NW10 8SG

Telephone number of premises (if any)	N/A
Non-domestic rateable value of premises	£ 19500

Part 2 - Applicant details

Please state whether you are applying for a premises licence as

- | | Please tick ✓ Yes |
|---|---|
| a) An individual or individuals* | <input type="checkbox"/> please complete section (A) |
| b) a person other than an individual* | |
| i. as a limited company/limited liability partnership | <input checked="" type="checkbox"/> please complete section (B) |
| ii. as a partnership (other than limited liability) | <input type="checkbox"/> please complete section (B) |
| iii. as an unincorporated association or | <input type="checkbox"/> please complete section (B) |
| iv. other (for example a statutory corporation) | <input type="checkbox"/> please complete section (B) |
| c) a recognised club | <input type="checkbox"/> please complete section (B) |
| d) a charity | <input type="checkbox"/> please complete section (B) |
| e) the proprietor of an educational establishment | <input type="checkbox"/> please complete section (B) |
| f) a health service body | <input type="checkbox"/> please complete section (B) |
| g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales | <input type="checkbox"/> please complete section (B) |
| ga) A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England | <input type="checkbox"/> please complete section (B) |
| h) the chief officer of police of a police force in England and Wales | <input type="checkbox"/> please complete section (B) |

* If you are applying as a person described in (a) or (b) please confirm:

- | | Please tick ✓ Yes |
|---|--------------------------|
| - I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or | <input type="checkbox"/> |
| - I am making the application pursuant to a | |
| o Statutory function or | <input type="checkbox"/> |
| o A function discharged by virtue of Her Majesty's prerogative | <input type="checkbox"/> |

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr Mrs Miss Ms Other title
(for example, Rev)

Surname

First names

Date of Birth	I am 18 years old or over <input type="checkbox"/> (Please tick yes)
Nationality	

Current postal address if different from premises address

Post Town

Postcode

Daytime contact telephone number

E-mail address (optional)

Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr

Mrs

Miss

Ms

Other title
(for example, Rev)

Surname

First names

Date of Birth

I am 18 years old or over (Please tick yes)

Nationality

Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)

Current postal address
if different from
premises address

Post Town

Postcode

Daytime contact telephone number

E-mail address
(optional)

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name	E AND E MINI MARKET LIMITED
Address	4 LIBRARY PARADE, CRAVEN PARK ROAD LONDON NW10 8SG
Registered number (where applicable)	11707857

Description of applicant (for example, partnership, company, unincorporated association etc.)
COMPANY

Telephone number (if any) N/A

E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

Day		Month		Year			
1	0	0	7	2	0	2	0

If you wish the licence to be valid only for a limited period, when do you want it to end?

--	--	--	--	--	--	--	--

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend

--

Please give a general description of the premises (please read guidance note 1)

SHOP PREMISES IS LOCATED ON THE GROUND FLOOR OF A STOREY BUILDING, WITH CAB OFFICE ON THE LEFT, AND ANOTHER RETAIL SHOP ON THE RIGHT. THE PREMISES IS SITUATED ON THE HIGH STREET.

Please tick ✓ Yes

What licensable activities do you intend to carry on from the premises?
(Please see sections 1 and 14 of the Licensing Act 2003 and Schedule 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Sale of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors	
Day	Start	Finish		Outdoors	
Mon			Please give further details here (please read guidance note 4)	Both	
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 5)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

I

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick [✓] (please read guidance note 3).	Indoors		
Day	Start	Finish		Outdoors		
Mon			Please give further details here (please read guidance note 4)	Both		
Tue						
Wed				State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Thur						
Fri						
Sat				Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)		
Sun						

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption (Please tick box ✓) (please read guidance note 8)	On the premises	
Day	Start	Finish		Off the premises	X
Mon	10.00	22.30	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)	Both	
Tue	10.00	22.30			
Wed	10.00	22.30	Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
Thur	10.00	22.30			
Fri	10.00	22.30			
Sat	10.00	22.30			
Sun	10.00	22.30			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name... WEINI YOHANNES.....
 Date of Birth... [REDACTED].....
 Address... [REDACTED].....
 [REDACTED].....
 Postcode... [REDACTED].....
 Personal Licence number(if known) ... [REDACTED].....
 Issuing licensing authority (if known)... [REDACTED].....

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9)

N/A

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variation (please read guidance note 5)
Day	Start	Finish	
Mon	08:30	22:30	
Tue	08:30	22:30	
Wed	08:30	22:30	Non-standard timings. Where you intend to use the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 6)
Thur	08:30	22:30	
Fri	08:30	22:30	
Sat	08:30	22:30	
Sun	08:30	22:30	

M Describe the steps you intend to take to promote the four licensing objectives:

a) **General – all four licensing objectives (b, c, d, e) (please read guidance note 10)**

WE HAVE READ AND UNDERSTOOD THE COUNCIL'S LICENSING POLICY PUBLISHED IN 2020 (AS AMMENDED) WE ARE ALSO AWARE THAT THE PREMISES FALLS WITHIN THE 10 AREAS IDENTIFIED IN THE CUMULATIVE IMPACT ZONE (CIZ) AND WE WISH TO REITRATE HERE IN EQUIVOCAL TERMS THAT GRANTING THE LICENCE WILL NOT NEGATIVELY ADD TO THE CUMULATIVE EFFECT BY IDENTIFYING WITH BRENT COUNCIL ON THE VOLUNTARY BAN ON THE SALE OF HIGH STRENGTH ALCOHOL. THIS IS TO HELP IN TACKLING PROBLEMS ASSOCIATED WITH STREET DRINKING. WE WILL IMPLEMENT THE GOOD PRACTICE BY ADOPTING THE COUNCIL'S POLICY ON STREET DRINKING. THE SET OF CONDITIONS TO ACHIEVE THIS IS ATTACHED. A CCTV SYSTEM SHALL BE INSTALLED AS A DETERRENT FOR CRIME PREVENTION AND PUBLIC SAFETY. 'CHALLENGE 25' SCHEME SHALL BE ADOPTED AS AGE VERIFICATION POLICY

b) **The prevention of crime and disorder**

A RECORDABLE CCTV SYSTEM COVERING THE ENTRANCE / EXIT AND INSIDE THE PREMISES SHALL BE INSTALLED. THE CCTV WILL BE CAPABLE OF PROVIDING PICTURES AND SOUND OF EVIDENTIAL QUALITY IN ALL LIGHTING CONDITIONS PARTICULARLY FACIAL RECOGNITION. IMAGES SHALL BE STORED FOR A MINIMUM OF 31 DAYS, AND CAN BE PRODUCED ON AN ACCEPTABLE FORMAT MADE AVAILABLE TO THE POLICE AND AUTHORISED OFFICERS OF THE LICENSING AUTHORITY. A WARNING NOTICE WILL BE PLACED IN FRONT OF THE PREMISES TO DISALLOW STREET DRINKERS FROM CONGREGATING.

c) **Public safety**

HEALTH AND SAFETY PROCEDURES WILL BE COMPLIED WITH, WHILE EMPLOYERS & PUBLIC LIABILITY POLICY WILL BE IN PLACE. FIRE EXTINGUISHERS, SMOKE DETECTORS, EMERGENCY SAFETY LIGHTING, AND FIRE ALARMS, WILL BE REGULARLY CHECKED AND MAINTAINED. THERE WILL BE A LOCKABLE DOOR TO THE PREMISES AND LOCKABLE SHUTTERS COVERING ALL OUTSIDE WINDOWS AND THE DOOR FACING THE STREET.

d) **The prevention of public nuisance**

THE PREMISES SHALL DISPLAY SIGNAGE INFORMING CUSTOMERS OF THE PRESENCE OF THE CCTV SYSTEM AND RECORDING IS IN OPERATION. NO OPEN VESSELS OF ALCOHOL SHALL BE ALLOWED OFF THE PREMISES. NOTICE SHALL BE DISPLAYED FOR CUSTOMERS NOT TO REQUEST FOR OPENING OF ALCOHOL CONTAINERS.

e) **The protection of children from harm**

'CHALLENGE 25' WILL BE ADOPTED AS THE AGE VERIFICATION POLICY AT THE PREMISES. THIS IS TO STRICTLY PREVENT UNDERAGE SALE OF ALCOHOL. THE VERIFICATION DOCUMENTS ACCEPTABLE SHALL BE, INTERNATIONAL PASSPORT, PHOTOCARD DRIVER'S LICENCE AND ACCREDITED DOCUMENTS WITH THE PASS HOLOGRAM. NO I.D, NO SALE POLICY SHALL BE IMPLEMENTED AT THE PREMISES. REFUSALS RECORD SHALL BE KEPT AT THE PREMISES TO RECORD DETAILS OF ALL REFUSALS OF ALCOHOL SALE. THIS RECORD SHALL BE KEPT AND UPDATED BY THE DPS, AND MADE AVAILABLE TO THE POLICE AND AUTHORISED OFFICERS OF THE LICENSING AUTHORITY ON REQUEST. A SIGNAGE ADVERTISING THE PROOF OF AGE OF SCHEME SHALL BE DISPLAYED AT THE COUNTER AND ALCOHOL DISPLAY AREA.

Checklist

Please tick ✓ Yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that I must now advertise my application
- I understand that if I do not comply with the above requirements my application will be rejected
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant’s solicitor or other duly authorised agent. (Please read guidance note 12). If signing on behalf of the applicant please state in what capacity.

Declaration

- (Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership) I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).
- The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)

Signature OLU OLUSOLA

Date 12/06/2020

Capacity AGENT

For joint applications signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent. (Please read guidance note 13). If signing on behalf of the applicant please state in what capacity.

Signature

Date

Capacity

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) OLU OLUSOLA [REDACTED]	
Post town LONDON	Post code E15 1PH
Telephone number [REDACTED]	
E-mail address (optional) [REDACTED]	

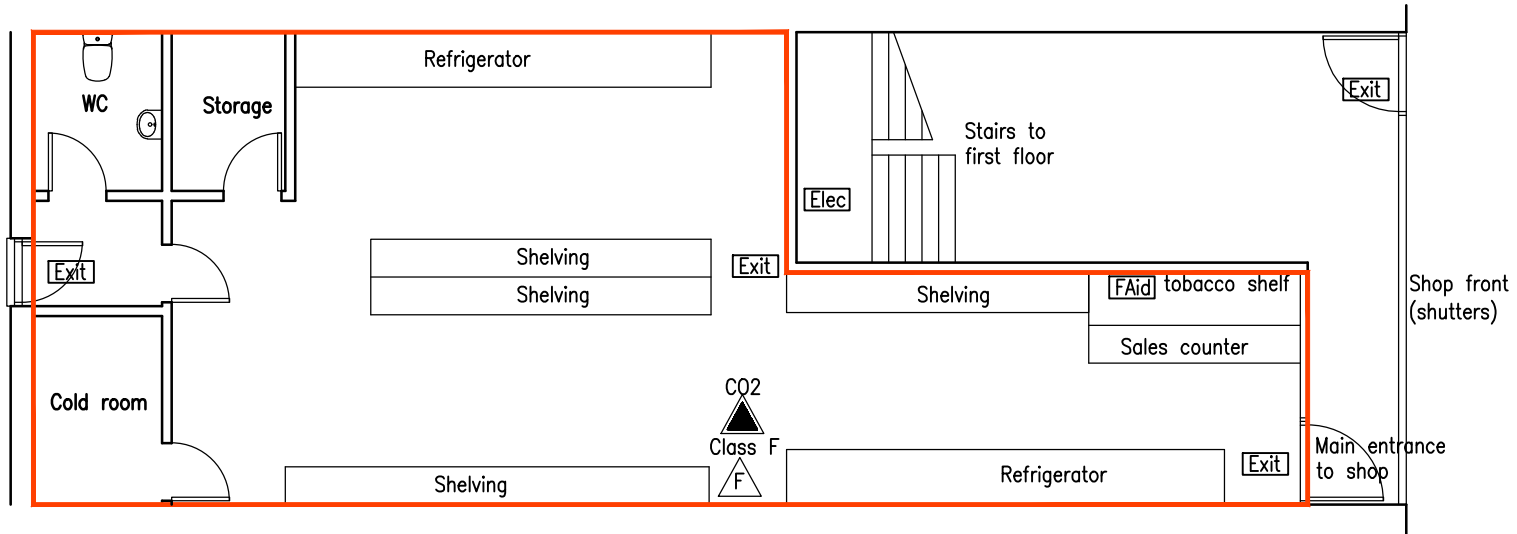
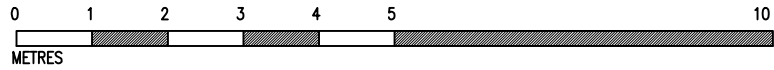
This page is intentionally left blank

ATTACHED CONDITIONS

1. The premises shall not sell Ales, Beers, Lager, Cider, or similar above 6% ABV (Alcohol By Volume)
2. There will be no sale of white cider in bottles larger than 750ml at the premises
3. Ensure street drinkers do not congregate outside the premises.
4. The Premises shall not sell or supply miniatures bottles of spirits of 50ml or less.
5. There will be a minimum sale of 2 cans/ bottles of beer, cider or similar.
6. Alcohol shall not be placed at or near the entrance to the store.
7. Facial recognition CCTV should be placed at the entrance, serving till and the premises as a whole shall be covered by CCTV.
8. Alcohol shall be located so as to be directly supervised by counter staff.
9. 'Challenge 25' Notices should be prominently displayed at the entrance, where alcohol is displayed and at the counter.
10. All staff members engaged, or to be engaged, in selling alcohol on the premises shall receive full training pertinent to the Licensing Act, especially in regard to age-restricted sales.
11. All such training is to be fully documented and signed by not only the employee but the person delivering the training. Training records shall be kept at the premises and made

available upon request to either Police Officers or an authorised officer of Brent Council.

12. No bottles of beer lager or cider will be opened for customers.
13. No paper or plastic cups will be kept behind the counter, and they are not to be sold or given away with alcohol.
14. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises is secured behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers.
15. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of Brent Council at all times whilst the premises is open



GROUND FLOOR PLAN

Scale 1:100

KEY TO PLAN

- FAid First Aid box
- Exit Fire Exit Light and sign
- Class F
F Class F (Foam) fire extinguisher
- CO2
▲ Carbon dioxide fire extinguisher
- Elec Electrical board

Revisions

T Joseph Associates Limited Chartered Architect <small>13 Penshurst Green Bromley Kent BR2 9DG T 020 8460 1036 E info@tjosephassociates.co.uk W www.tjosephassociates.co.uk</small>	Client: PEACO MINI MARKET	Title: GROUND FLOOR PLAN		
	Project: 4 LIBRARY PARADE CRAVEN PARK LONDON NW10 SG	Project Ref. 4LIBR	Drawing no: 01	Revision:

This page is intentionally left blank



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

The Licensing Authority

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

Your ref: 19200

Our ref: NW/215/20/2965

Brent Borough Licensing Department

*Harrow Police Station
74, Northolt Road
Harrow
Middlesex
HA2 0DN*

E-mail: Gary.L.R.Norton@met.police.uk

Web: www.met.police.uk

Date: 09/07/2020

Police representations to a New Premises Licence application for "Peaco Express Mart, 4 Library Parade, Craven Park Road, Harlesden, NW10 8SG".

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.

**Police Officer: Gary Norton
Licensing Team PC 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. The application has been made for a new premises licence under section 17 of the act, in accordance with section 12 of the Licensing Act 2003.

Police licensing 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.

This application for "off" licence sales is of major concern to the police, as the premises sits right in the middle of one of ten areas in Brent deemed a "Cumulative Impact Zone" (CIZ). Brent Council Licensing Policy introduced CIZ's on 7th January 2020 in order to combat a rise in crime, disorder & public nuisance (such as ASB), with many instances being associated to alcohol use/abuse. The premises concerned is situated on a busy high street, with numerous other businesses and densely populated residential accommodation. It has a large volume of vehicular and pedestrian traffic throughout the day and into the night. In recent years, there has been a significant rise in crime & disorder, ASB, many incidents of which are fuelled and aggravated by alcohol and street drinking culture.

There are many studies reflecting the relationship between alcohol consumption/abuse with increases in ASB and violent crimes, as highlighted by such organisations as the Institute of Alcohol Studies. There is also evidence that the most disadvantaged of socio-economic groups (as

represented by some of the populous) that they are disproportionately at risk of alcohol-related violence.

There are already a number of "off" licences premises (not to mention those who offer "on" license services) within a short walking distance from Peaco. Does the area need to risk the addition of yet another premises to supply alcohol?

The conditions proposed by the applicant have some consideration given to the local area, but nothing exceptional in their nature to consider adding another "off" license premises to the CIZ.

More worryingly, I have concerns over the ability of the staff who will be dealing with the licensing responsibilities. I called the Designated Premises Supervisor, Ms. Weini Yohannes to discuss the licensing concerns and her understanding of the area.

Q. Are you the Designated Premises Supervisor for the E & E Mini Market t/as Peaco Express Market?

A. Yes

Q. Are you going to be involved in the day-to-day running of the premises and alcohol sales?

A. Yes.

Q. How long have you worked in the shop?

A. One year.

Q. I notice your DPS consent form states you live in Birmingham, is that correct?

A. I live here. I take test in Birmingham but live here now.

Q. Where is here?

A. London.

Q. Whereabouts in London, near the shop?

A. Yes.

Q. How long have you lived near the shop?

A. For about 1 year.

Q. What do you know about the Harlesden area in terms of local issues?

A. It's Okay.

Q. What about crime in the area?

A. It's Okay.

Q. What can you tell me about your licensing objectives?

A. I look for underage, if they look 20.....err, 21, I don't sell it. I don't give to drunks and I look after health and safety.

Q. What age verification measures will you take at the shop?

A. Look at customer, if he look under 21 years, I don't sell alcohol.

Q. Do you know the shop is in a Cumulative Impact Zone? A CIZ?

A. Errr, a what?

Q. A cumulative impact zone, it's a mouthful I know. We call it a CIZ, do you know what it is?

A. No I don't.

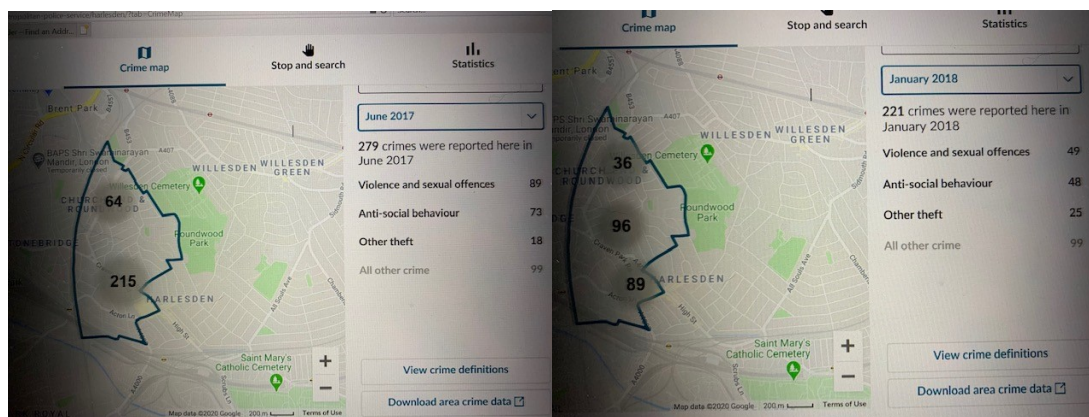
Q. One more question, what are the four licensing objectives?

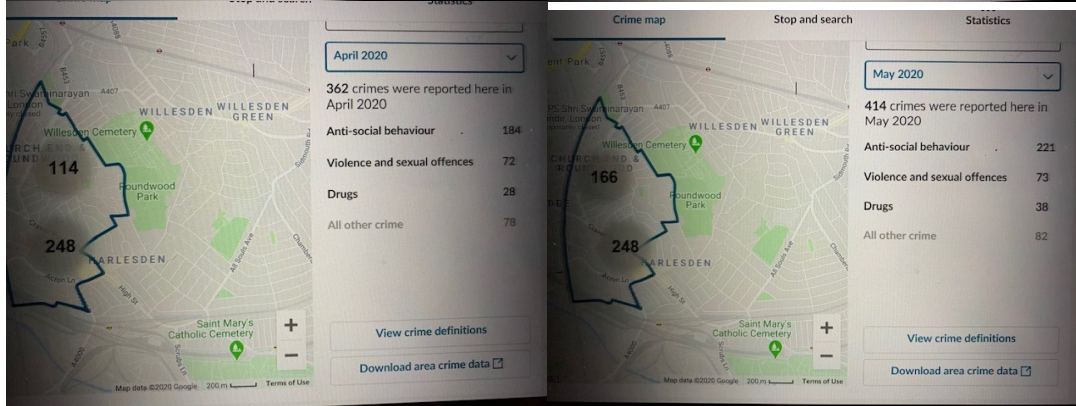
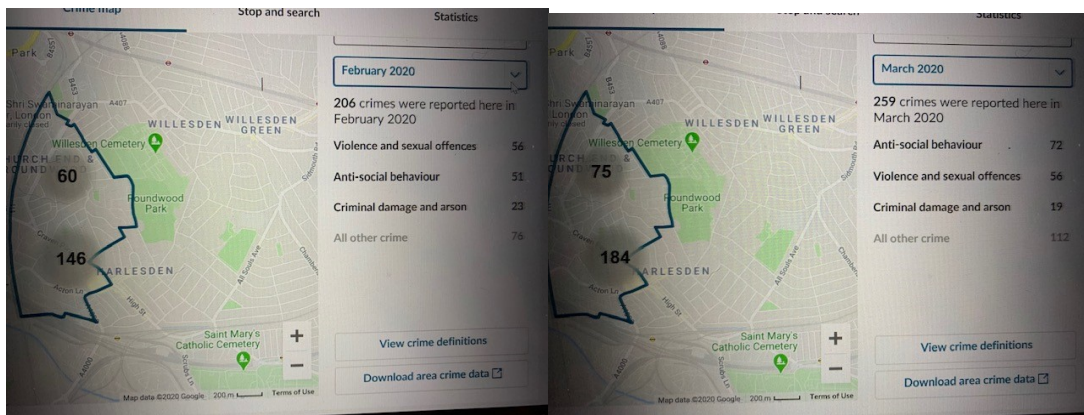
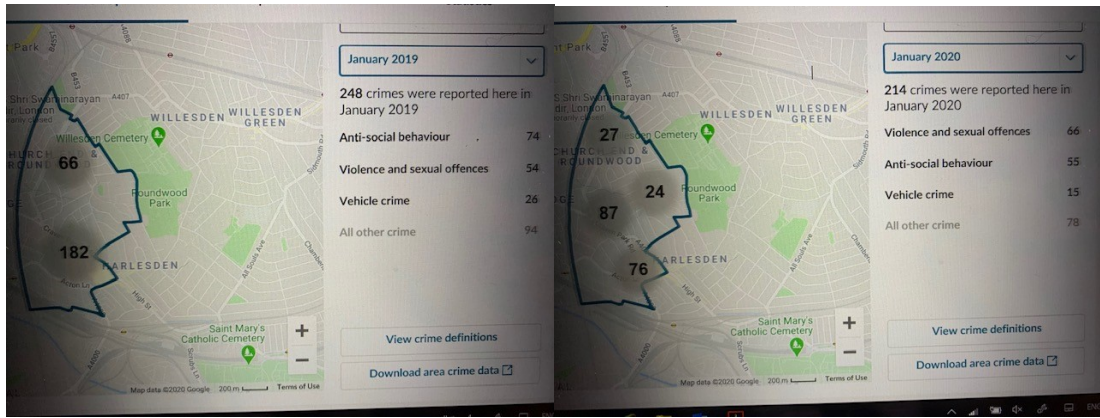
A. Don't sell to underage. Errr, no sell drinks....Keep customer...

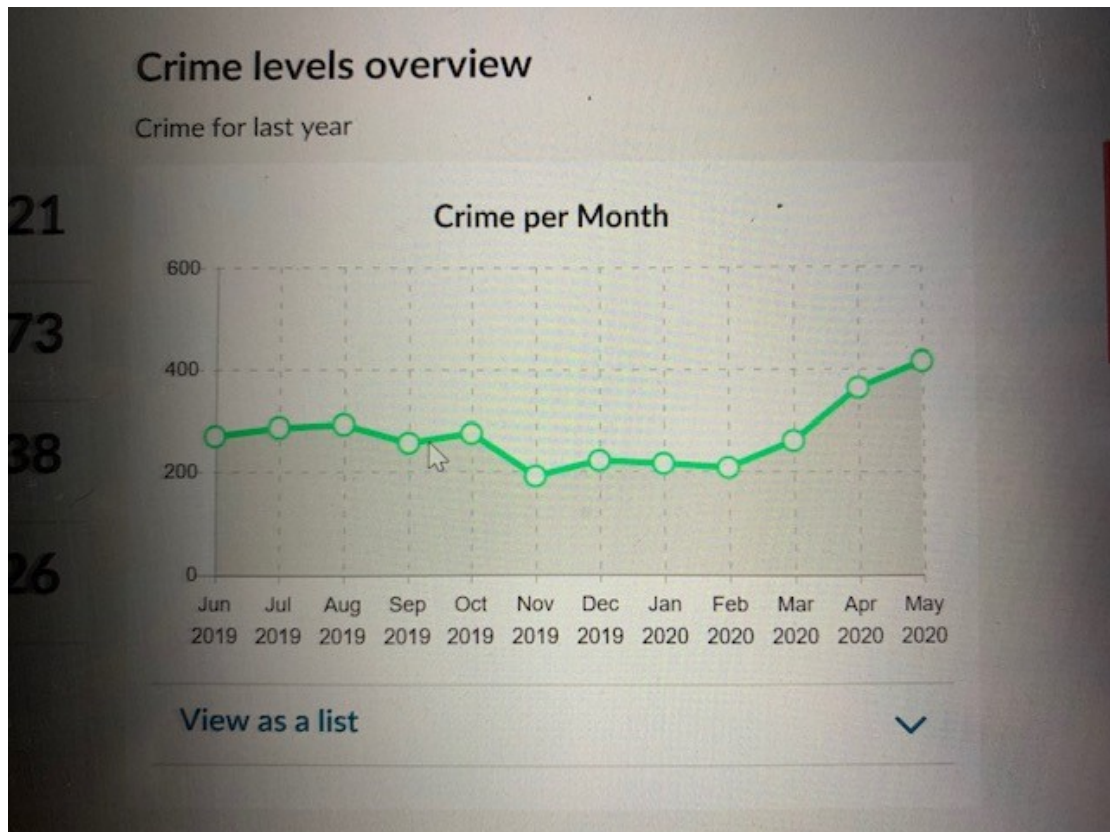
This is very worrying and as I have noted from Brent Council representations, a very similar vague set of responses to their telephone queries conducted some days ago. The application has the benefit of the agent's advice and knowledge, but the applicants themselves clearly don't have the required knowledge of their licensing responsibilities, or a grasp of the ongoing problems they would face in the Craven Park Rd area. Another "off" licence premises in the area in these circumstances would be like adding fuel to the fire.

The age verification measure on the application show a Challenge 25 policy, not 20 or 21. I am also confused by the DPS consent form as well as the premises licence application confirming her address as being in Birmingham. It is signed and dated June 2020 and states the DPS is living in an address in Birmingham, yet she claims she has lived in London for a year.

The following figures show crime and ASB offences from June 2017 to present day, as shown on "Police.uk" website.







The continued rise of crime and ASB fuelled by ongoing issues such as alcohol and drugs continues and Police have faced drastic financial cuts for the past ten years, resulting in a significant fall in officer numbers. Further funding cuts of £110M were recently announced by the Mayor of London. Now more than ever, we need strict controls put in place, such as CIZ protection, to prevent further increases in existing licensing issues.

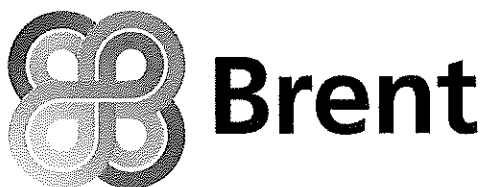
All too often, as in the case of this application, the professional representation by the agent acting on behalf of the applicants shows it's a thin veneer to cover the shortfalls in the actual parties that will be left in charge of the business.

Therefore, the Police licensing team oppose the granting of this premises licence.

Yours Sincerely,

Gary Norton 2965NW
Licensing Constable – Brent Police

This page is intentionally left blank



Brent Civic Centre
Engineers Way
Wembley
Middlesex HA9 0FJ

TEL 020 8937 5303

EMAIL esther.chan@brent.gov.uk

WEB www.brent.gov.uk

Olu Olusola

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

2nd July 2020

Our Ref: 19200

Dear Sir/Madam,

Licensing Representation to the Initial Application for the Premises Licence at Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

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.

Cumulative Impact Zone (CIZ)

The Council's current Licensing Policy came into effect 7th January 2020. Crime and complaints assessments in 2015, did not identify any requirement for a CIZs. However, since 2016 there has been a significant and notable increase in alcohol related crime and anti-social behaviour which is having an adverse impact in some areas and neighbourhoods generating complaints from residents, councillors and the Police. This is undermining the licensing objectives and also has potential to undermine the vitality of Brent's town centres.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In

particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

Harlesden has been identified as one of ten Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Statement of Licensing Policy states: -

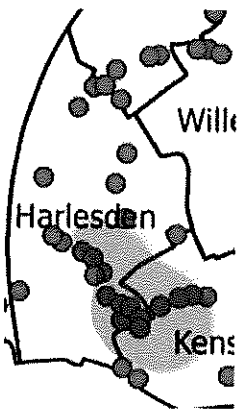
Harlesden

Harlesden Town Centre is a hotspot for alcohol flagged calls to the Police for crime and anti-social behaviour. It is also a hotspot for ambulance calls where the victim has sustained an injury. The data shows the whole of the town centre suffers from high levels of alcohol related issues, including residential streets off the main town centre such as Rucklidge Avenue, Wendover Road, Buckingham Road and St Albans Road.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking. Therefore, it is proposed that a CIZ be introduced for off-licences for the following streets; Craven Park, Craven Park Road, Park Parade and High Street Harlesden

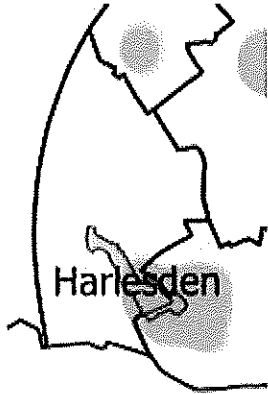
Street Drinking Hotspots

There are relatively few calls to police specifically about street drinking. This may be because they are recorded as other ASB types such as littering or noise. Between 01/06/2017 and 31/05/2018, there were only 53 calls to police. The following year, there were 142. This represents an increase of 168%. Part of this increase may be attributed to callers being aware of the borough wide PSPO on drinking in public which came into effect in October 2017.



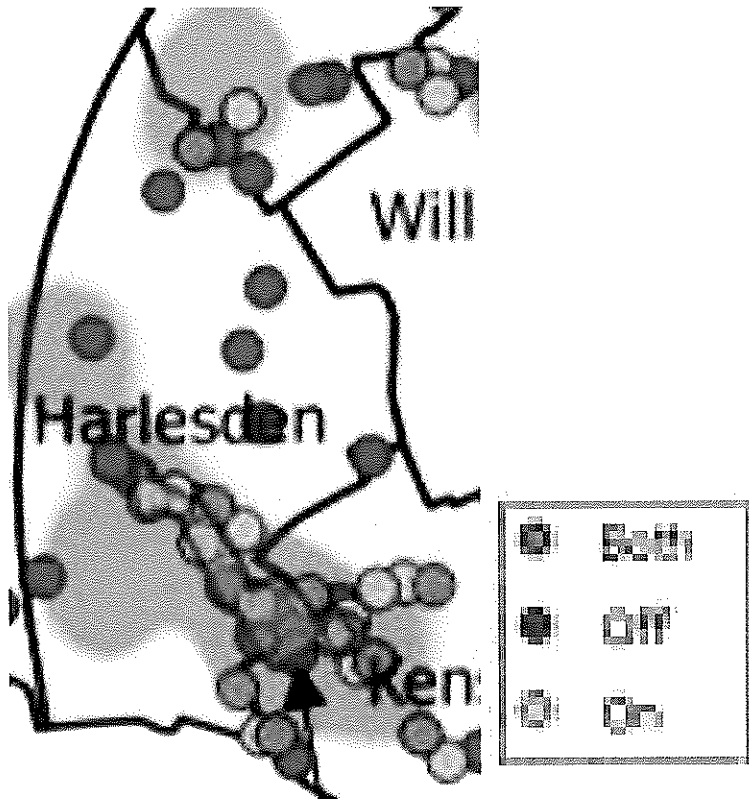
Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019

Hotspots in Brent in Ambulance and Police alcohol flagged call out data



Alcohol-related ambulance and Police calls between 01/06/2017 to 31/05/2019

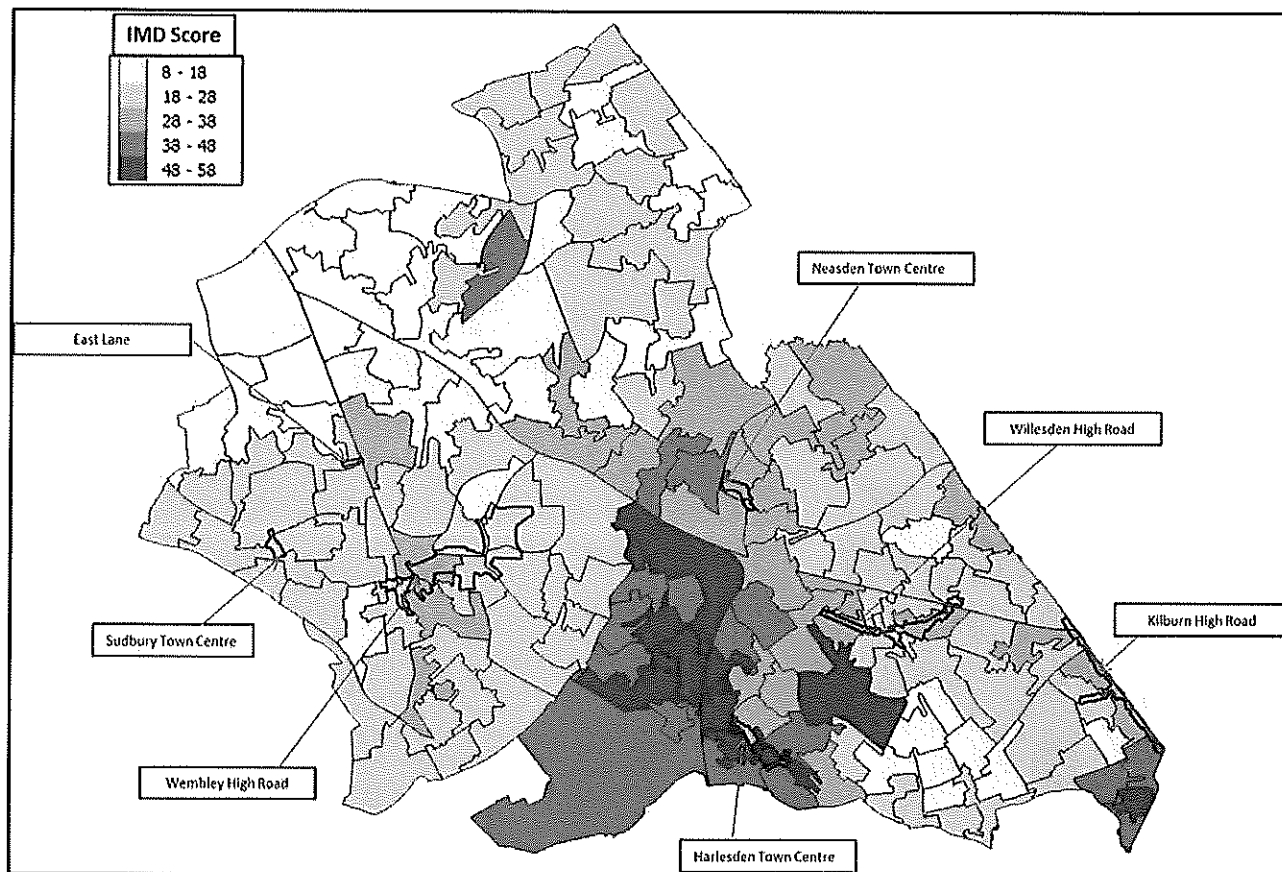
Hotspot of Violence with Injury Crimes



All violence with injury crimes between 01/06/2017 and 31/05/2019

Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The Index of Multiple is made up of income deprivation, employment deprivation, education, skills and training deprivation, health deprivation and disability, crime, barriers to housing services and living environment.



Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The purpose of the CIZ in Harlesden (Craven Park Road) is to address the issues mentioned above.

The Premises

The premises, namely Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG falls within one of Brent's ten CIZs.



Peaco Express Market, 4 Library Parade, Craven Park Road, NW10 8SG

Harlesden town centre consists of a series of parades of shops that run along Craven Park, Craven Park Road, Park Parade and High Street Harlesden. The town centre falls between, Harlesden and Kensal Green ward and is one of the most deprived areas in the borough.



Key	
▲ Premises applying for new OFF Licence	▲ Premises that already have an OFF Licence
	1. Who Next, 6 Library Parade (Less than 1 min Walk)
	2. Craven Park Off Licence, 102 Craven Park Road (2min Walk / 0.1 Miles)
	3. Corner Shop, 98 Craven Park Road (2min Walk / 440 Feet)
	4. Supersave, 68 Craven Park Road (2min Walk / 400 Feet)
	5. Shadys, 164 Manor Park Road (1min Walk / 87 Yards)
	6. Tamariz Deli, 24 Craven Park Road (2min Walk / 453 Feet)
	7. Beers, Wines & Spirits, 21 High Street (4 min Walk / 0.2 Miles)
	8. PS Drinks, 43 Craven Park Road (1min Walk / 335 Feet)

Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and therefore it is an offence to drink alcohol in any public place.

If a police officer reasonably believes that a person is, or has been, consuming intoxicating liquor within these areas, the officer may require the person concerned:

- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- c) An officer may dispose of anything surrendered to him/her as above.
- d) Issue fixed penalty notices on offenders
- e) Prosecute persistent offenders

However, in reality there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. It is clear that if off licences did not exist, the number of street drinkers would decline.

Therefore simply selling alcohol to customers who once off the premises, are no longer the responsibility of the licence holder, the Designated Premises Supervisor (DPS) and/or members of staff is no longer a viable option.

Premises Licence Application

Operational Plan, Training Manual & Conditions

According to Section M of the application form, the applicant mentions that they have read and understood the Licensing Policy and proposes various conditions.

The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in a crime hot spot.

Safeguarding the Local Area

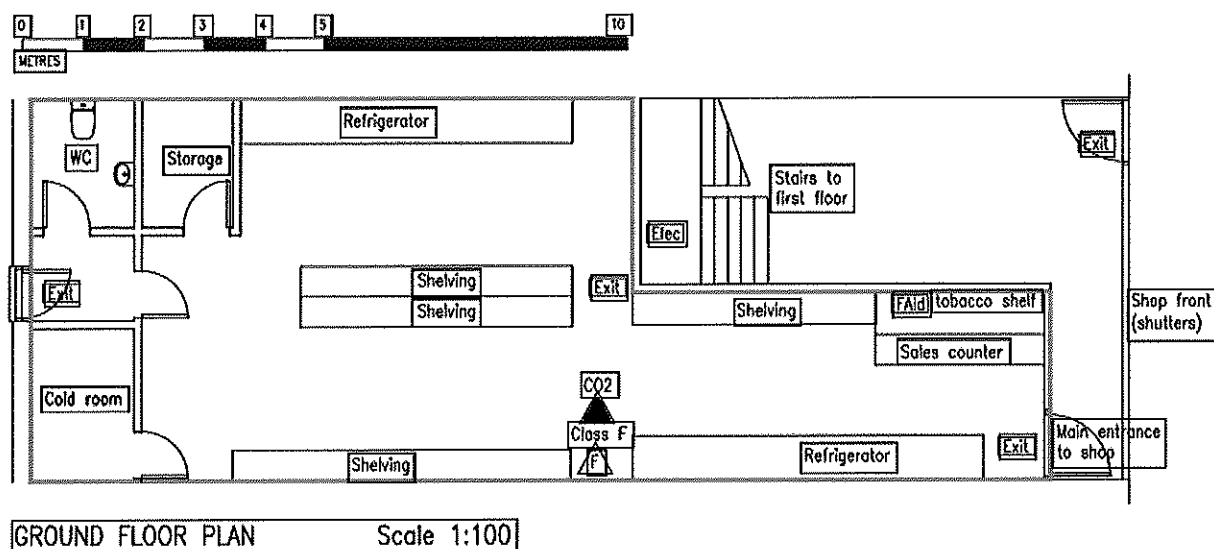
The Statement of Licensing Policy lists considerations to be made when applying for a new premises licence, particularly those considerations relating to street drinking.

However, there are no specific conditions that are mentioned in the application to address the likes of such things outside of the premises that could be directly linked back to the premises. This includes items such as the clearing up of litter which may be left outside the premises by customers, the labelling of alcohol with the premises name in order to link street drinkers back to the premises or measures to discourage street drinkers from loitering outside the premises.

As per Brent Council's Statement of Licensing Policy, a voluntary offering of a ban on high strength alcohol sales does not necessarily address the requirements under a Cumulative Impact Zone.

The Plan

The premise is a relatively small premises which has divided into two separate business establishments being a groceries and a fashion retail as indicated in the photo above.



On the 2nd July 2020, I spoke with the director of E & E MINI MARKET LTD and proposed DPS Ms Weini Yohannes via telephone to obtain further information related to the application.

The following questions were asked and recorded below:

Esther Chan(LA): Are you aware that the premises fall in a CIZ and do you know what that means?

Ms Yohannes: No

Esther Chan (LA): Are you aware of the issues in the area?

Ms Yohannes: Yes. I want to sell wines and beers to the community.

Esther Chan (LA): Do you intend to sell high strength beers, ciders and lagers over 5:5% abv?

Ms Yohannes: Yes

Esther Chan (LA): Did you undertake a personal licence course?

Ms Yohannes: Yes

Esther Chan (LA): Explain the 4 licensing objectives?

Ms Yohannes: Do not sell to underage, do not sell to anyone in military uniform, do not sell drugs to anyone and open after 11am.

Esther Chan (LA): Can you explain the age verification that you intend to adopt?

Ms Yohannes: Do not sell alcohol under 21 years old, I will ask for ID.

Esther Chan (LA): How staff will you employ?

Ms Yohannes: Hard to say

Esther Chan (LA): If the application is refused, will you continue to trade and what will you sell?

Ms Yohannes: I will sell groceries and soft drinks but some customers want beer and wine.

Based on my conversation with Ms Yohannes, I am not confident that she will be able to uphold the licensing objectives. There appears to be discrepancies with the information she has provided as it conflicts with the proposed conditions supplied with the application which states:

- The premises shall not sell Ales, Beers, Lager, Cider, or similar above 6% ABV (Alcohol By Volume)
- Challenge 25' Notices should be prominently displayed at the entrance, where alcohol is displayed and at the counter.

According to the DPS Consent Form, Ms Yohannes lives in Birmingham which raises concerns over her level of involvement with the business.

Summary

The Statement of Licensing Policy states that any licence application in a CIZ area will need to demonstrate with evidence that its operation will not add to any cumulative impacts that the CIZ is seeking to address. Further, new applicants and those applying for variations would be required to demonstrate how their premises will not contribute to street drinking in those areas.

The effect of adopting a CIZ is to "create a rebuttable presumption" that applications for licences which are likely to add to the existing cumulative impact will normally be refused (or subject to certain limitations) unless the applicant can demonstrate that there will be no negative cumulative impact on the licensing objectives.

The operating schedule fails to demonstrate that a grant will not lead to a negative cumulative impact on one or more of the licensing objectives and to the contrary add to the issues of an existing saturated area.

It is on this basis, that the Licensing Authority ask that the application for a new premises licence is **refused** by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority's opinion is not adequate when the application does not demonstrate what is being put in place in order to avoid further cumulative impact. Adding an additional off licence to the eight that already exist in the immediate area, will no doubt be detrimental to the local area.

If the committee however decide that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating schedule:-

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

1. 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.
2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.

3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire server area and till.
4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. Promotions that encourage irresponsible drinking shall not be permitted.
6. A "Challenge 25" policy shall be adopted and adhered to at all times.
7. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
8. 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.
9. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for 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.
10. 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.
11. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
12. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
13. A single 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) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
14. No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises.
15. No single cans of beer, lager or cider be sold.
16. No miniatures (5cl or 50ml) to be sold.
17. A clear and unobstructed view into the premises shall be maintained at all times.

18. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.

19. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).

20. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

21. A suitable intruder alarm and panic button shall be fitted and maintained.

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

23. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

24. An electronic till prompt should be used for all alcohol sales.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Esther Chan', written in a cursive style.

Esther Chan
Licensing Inspector
Regulatory Services

From: Patel, Councillor Mili <Cllr.Mili.Patel@brent.gov.uk>

Sent: 13 July 2020 15:20

To: Legg, Simon <Simon.Legg@brent.gov.uk>; Business Licence <business.licence@brent.gov.uk>

Cc: McLeish, Councillor Lloyd <Cllr.Lloyd.McLeish@brent.gov.uk>; Murray, Councillor Joshua <Cllr.Joshua.Murray@brent.gov.uk>; Miller, Councillor Tom <Cllr.Tom.Miller@brent.gov.uk>

Subject: E&E Mini Market, 4 Library Parade NW10 8SG

Importance: High

I have serious concerns relating the application for the provisions of alcohol 'Off' sales by **E&E Mini Market, 4 Library Parade NW10 8SG.**

The stretch of library parade on Craven Park Road, Harlesden, up to and including the corners of St Alban's Road and Fortunegate Road has the highest concentration of illegal street drinkers at any one time on any given day. These street drinkers loiter outside shop fronts, intimidate residents and use their front gardens and doorways of their homes as toilets. Furthermore, illegal street drinking encourages drug users to congregate together.

It is evident from my conversations with the police, my position on the safer neighbourhoods panel and the increase in residents' complaints in this area that the sale of single cans of alcohol 'off' sales causes crime and disorder, creates a genuine fear of residents' safety including younger members of their family and often fights break out amongst the drinkers and drug users causing public nuisance.

I would also like to bring to the attention of the committee, the London Borough of Brent Statement of Licensing Policy 2020-25, in particular the following excerpt:

“Harlesden Town Centre is a hotspot for alcohol flagged calls to the Police for crime and anti-social behaviour. It is also a hotspot for ambulance calls where the victim has sustained an injury. The data shows the whole of the town centre suffers from high levels of alcohol related issues, including residential streets off the main town centre such as Rucklidge Avenue, Wendover Road, Buckingham Road and St Albans Road.

In the last 2 years there have been 156 violence with injury crimes in Harlesden Town Centre at an average of 6.5 crimes per month. This number counts only the incidents within the town centre as illustrated below. There are many more crimes around the perimeter of this area.

Harlesden Town Centre is also the primary hotspot for reports of street drinking to police. All other town centres in Brent suffers from street drinking; however, in parts of Harlesden such as Craven Park Road and High Street, the street drinking interrelates with street prostitution, drug misuse and violent crime.”

I hope the licensing committee concludes that the application undermines the promotion of the licensing objectives and comes to the decision that the application should be refused.

Kind regards,

Cllr Mili Patel

This page is intentionally left blank

From:

Sent: 27 June 2020 14:27

To: Business Licence <business.licence@brent.gov.uk>

Subject: Application New Premise Licence for E&E Mini Market Ltd., 4 Library Parade, Craven Park Road NW10 8SG

Dear Business Licence:

We are writing you in regards to new premise licence application (see attached notice) for E and E Mini Market Ltd., 4 Library Parade, Craven Park Road NW10 8SG. There is no licence application number as of yet as it does not appear on the consultation page.

We wish to **object** to the new premise licence application for E and E Mini Market Ltd., 4 Library Parade, Craven Park Road NW10 8SG as there are far too many off licences already in the area, ASB is rampant, particularly street drinking, and this is located within the Harlesden CIZ.

<https://www.brent.gov.uk/media/16415184/statement-of-licensing-policy-2020-2025.pdf> A CIZ creates circumstances in which any new licence or variation to an existing licence that increases the scope for the sale of alcohol within the specified area **will not be granted** unless the applicant can evidence that the operation of the licence or licence variation will not contribute to the issues identified to be addressed by the CIZ.

Please confirm our objection will be taken into account given the application does not yet appear on the consultation page online.

Thank you.

This page is intentionally left blank

E & E Mini Market Ltd
4 Library Parade,
Craven Park Road
NW10 8SG
29TH June, 2020

Rep- 01
c/o Regulatory Services
Brent Council
Business.licence@brent.gov.uk

Dear Sir / Madam,
Re: Objection to The New Premises Licence Application for: E & E Mini Market Ltd; 4 Library Parade Craven Park Road NW10 8SG

This is to acknowledge the receipt of your objection dated 27th of June 2020, in respect of the above-named application.

We have read the Council's Licensing Policy as published in 2020, indicating that the Harlesden area falls in the Cumulative Impact Zone (CIZ).

We wish to appreciate your concerns regarding the contributions of the number of off Licences on ASB especially, Street Drinking in the area. On the basis of this therefore, we wish to reiterate that granting the Premises Licence will not negatively impact on the vicinity. We shall achieve this by identifying with the Council's Policy on the voluntary ban on high strength alcoholic drinks. This is to effectively tackle the problems associated with street drinking.

We will also adopt and implement Brent Council's Policy on street drinking. To further demonstrate our resolve in promoting the Licensing Objective of The prevention of Public Nuisance, we have proposed a comprehensive set of conditions extracted from the Council's Pool of Model Conditions as follows:

1. 'Challenge 25' shall be adopted as the Age Verification Policy. The Age verification documents shall be International Passport, Photocard Drivers Licence, or Photographic ID with the PASS Hologram.
2. 'Challenge 25' Notices should be prominently displayed at the entrance, where alcohol is displayed and at the counter.
3. Alcohol shall be located so as to be directly supervised by counter staff.
4. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the PremisesLicence Holder shall

ensure that all alcohol within the premises is secured behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by shop assistants and customers.

5. The premises shall not sell Ales, Beers, Lager, Cider, or similar above **6%** ABV (Alcohol by Volume)
6. There will be no sale of white cider in bottles larger than 750ml at the premises
7. The Premises shall not sell or supply miniatures bottles of spirits of 50ml or less.
8. There will be a minimum sale of 2 cans/ bottles of beer, cider or similar.
9. There shall be a notice at the exit that customers are not allowed to congregate within the external areas of the Premises.
10. No bottles of beer lager or cider will be opened for customers.
11. For deterring and detecting crime at, and immediately outside licensed premises, a **CCTV** System shall be installed. The CCTV shall be provided in the form of a recordable system, capable of providing pictures of evidential quality in all lighting conditions particularly facial recognition, head and shoulder image of anyone entering the premises. (A CCTV System has already been installed)
 - i. Cameras shall encompass all ingress and egress to the premises, outside the premise, fire exits and all areas where the sale and supply of alcohol occurs.
 - ii. Equipment must be maintained in good working order, correctly time and date. Stamped, recordings **MUST** be kept on the hard drive and kept for a period of 31 days and handed to police upon request.
 - iii. The Premises Licence Holder must ensure at all times a DPS or appointed member of staff is capable and competent at downloading CCTV footage in a recordable format to the Police and Local Authority upon reasonable request.
 - iv. In the event of technical failure of the CCTV Equipment, the Premises Licence Holder or DPS must report the failure to the Police Licensing Officer within 24 hours unless the CCTV will be repaired before that time within 7 days the latest.
11. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises is secured behind locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by shop assistants and customers.
12. A Refusal / Incident report book shall be kept at the premises; this shall include any decision to refuse access, any attempt to make an underage

purchase, any incident of crime and disorder in or about the premises, incidents of fire and fire alarm activations, etc. This book shall be available for inspection by an authorised officer of the council or a Police Officer, upon request and it must contain the following details:

- i. Day, Date and time of refusal / Incident
- ii. Nature of refusal / Incident and reason
- iii. Details of or description of the Individual.
- iv. Each entry is to be checked and signed by the designated premises supervisor (DPS) on the day of the event.

We also wish to inform you that the retail sale of alcohol shall compliment the sale of groceries and other items sold at the premises. It is to be appreciated that the business serves a small fraction of the ethnic minority population in the Council area.

We hope the above has sufficiently addressed the issues raised.

Thanking you in anticipation for your consideration.

Yours sincerely,

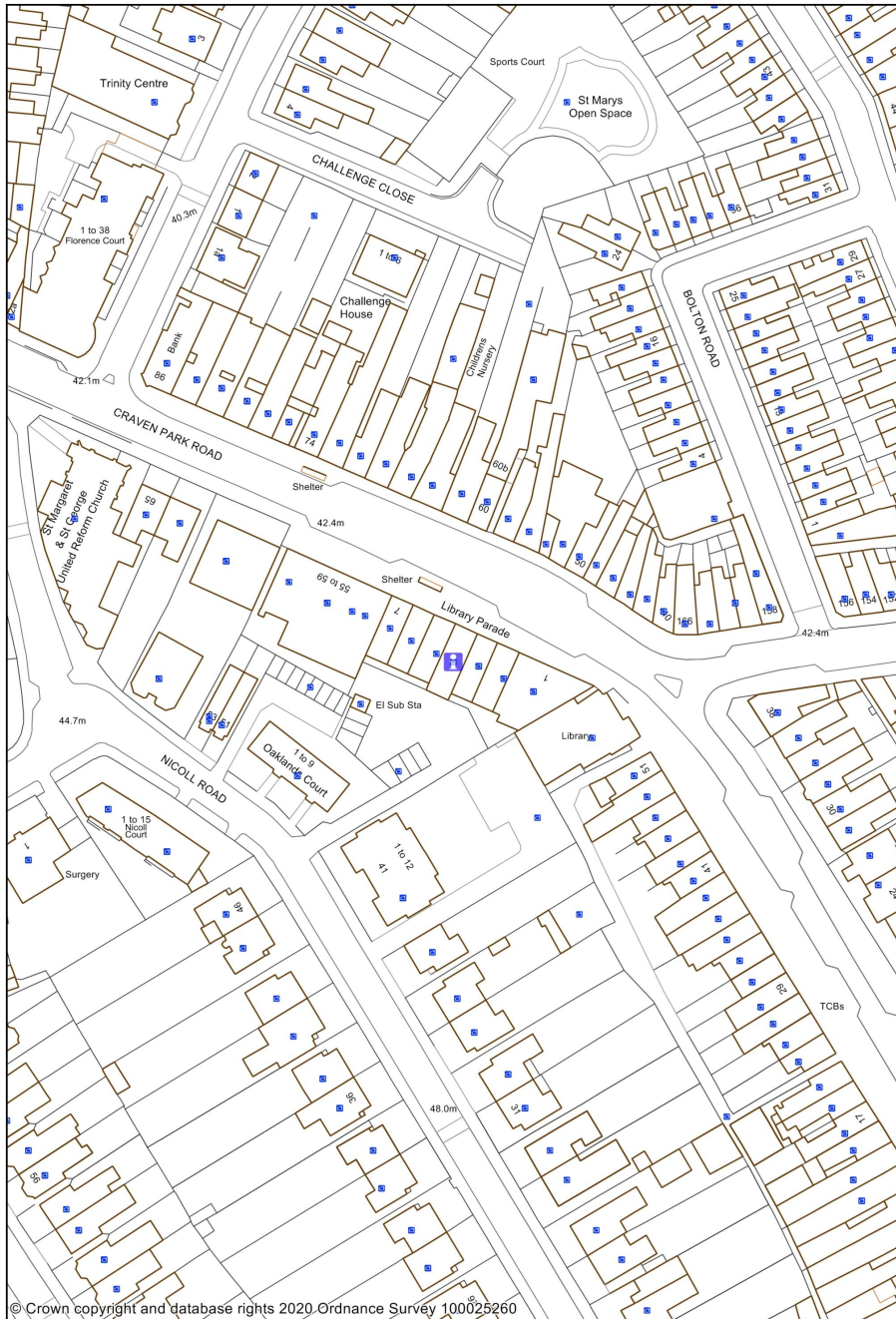
Olu Olusola

(Licensing Consultant)

For: E & E Mini Market Ltd

This page is intentionally left blank

Peaco Express Market, 4 Library Parade, NW10 8SG



© Crown copyright and database rights 2020. Ordnance Survey 100025260

1:1250

0 0.02 0.04 kilometres



This page is intentionally left blank

LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Nishanthan Jebaranjan
Name & Address of Premises:	Nishco Food & Wine, 319 Harrow Road, Wembley, HA9 6BA
Applicants Agent:	Arka Licensing Consultants

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 06:00hrs to 01:00hrs Sunday to Thursday and from 06:00hrs to 02:00hrs Friday & Saturday.

2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

Cumulative Impact Zones are a tool outlined in the Licensing Act 2003 to address alcohol related anti-social behaviour where authorising of further licences in a specific area may undermine the promotion of the licensing objectives.

This application falls within a Cumulative Impact Zone.

3. Promotion of the Licensing Objectives

See conditions attached separately.

4. Relevant Representations

Representations have been received from the Police, Licensing Officers and a local resident

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

7. Determination of the Application

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

8. Associated Papers

- A. Copy of Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. Resident Objection
- E. OS Map



**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We NISHANTHAN JEBARAJAN
(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description NISHCO FOOD AND WINE 319 HARROW ROAD			
Post town	WEMBLEY	Postcode	HA9 6BA

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£ 14000

Part 2 - Applicant details

Please state whether you are applying for a premises licence as Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i as a limited company/limited liability partnership please complete section (B)
 - ii as a partnership (other than limited liability) please complete section (B)



- iii as an unincorporated association or please complete section (B)
- iv other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input checked="" type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname JEBARAJAN			First names NISHANTHAN		
Date of birth	██████████	I am 18 years old or over	<input checked="" type="checkbox"/>	Please tick yes	
Nationality	BRITISH				
Current residential address if different from premises address	████████████████████ ████████████████████				



Post town	WEMBLEY	Postcode	HA0 4DH
Daytime contact telephone number		[REDACTED]	
E-mail address (optional)			

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over		<input type="checkbox"/>	Please tick yes
Nationality					
Current residential address if different from premises address					
Post town		Postcode			
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Address



Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
01	08	2020

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

THIS HAD BEEN A COMPUTER RELATED RETAIL STORE, AND IT WILL NOW BE A LITTLE LOCAL CONVENIENCE STORE. THE PREMISES IS SITUATED AMONG PARADE OF OTHER RETAIL PREMISES.

APPLICANT WITH OVER 15 YEARS EXPERIENCE IN MANAGEMENT OF CO-OP SUPERMARKET. HE HAS NOW TAKEN OVER THIS PREMISES. IT WILL BE RENOVATED NEWLY WITH HIGH SPEC CCTV SYSTEM IN PLACE.

APPLICANT IS AWARE OF CURRENT COUNCIL POLICY AND HE WILL MANAGE THIS AS A FAMILY BUSINESS AND WITH EXPERIENCE IN MANAGING A CO-OP RETAIL STORE, HE WILL TAKE EVERY STEPS PREVENT ANY ADDITIONAL PROBLEMS.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply



- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)	
Mon				
Tue				
Wed				
			State any seasonal variations for performing plays (please read guidance note 5)	
Thur			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)	
Fri				
Sat				
Sun				



J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	06.00	01.00			
Tue	06.00	01.00			
Wed	06.00	01.00			
Thur	06.00	01.00			
Fri	06.00	02.00			
Sat	06.00	02.00			
Sun	06.00	01.00			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name NISHANTHAN JEBARAJAN	
Date of birth [REDACTED]	
Address [REDACTED] [REDACTED]	
Postcode	[REDACTED]



Personal licence number (if known) 887766
Issuing licensing authority (if known) BRENT COUNCIL

□□□□

K

<p>Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9)</p>
--

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	
Mon	06.00	01.00	
Tue	06.00	01.00	
Wed	06.00	01.00	
Thur	06.00	01.00	
Fri	06.00	02.00	
Sat	06.00	02.00	
Sun	06.00	01.00	



M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

SEE ATTACHED CONDITIONS

b) The prevention of crime and disorder

SEE ATTACHED CONDITIONS

c) Public safety

SEE ATTACHED CONDITIONS

d) The prevention of public nuisance

SEE ATTACHED CONDITIONS

e) The protection of children from harm



SEE ATTACHED CONDITIONS

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)



Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	NIRA SURESH
Date	11/06/2020
Capacity	LICENSING AGENT

For joint applications, signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) ARKA LICENSING CONSULTANTS TRIDENT BUSINESS CENTRE 89 BICKERSTETH ROAD LONDON			
Post town	LONDON	Postcode	SW17 9SH
Telephone number (if any)	07803 90 3897		



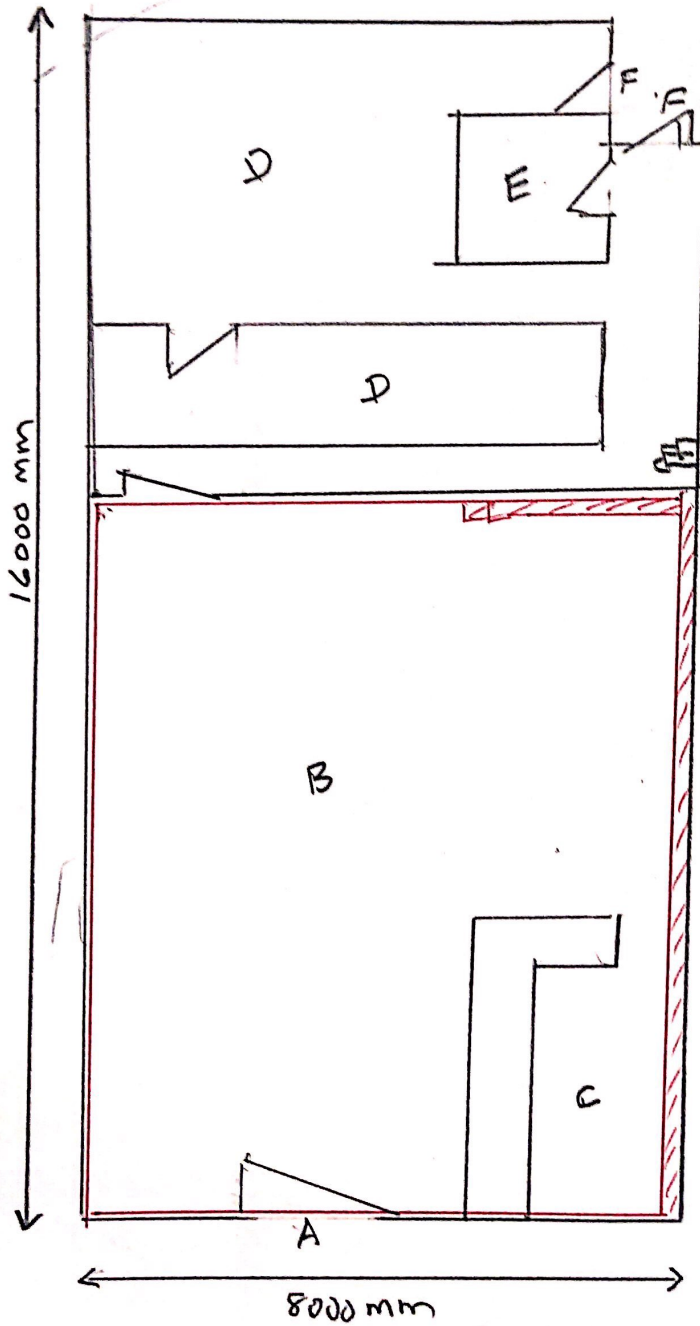
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
CONTACT@ARKALICENSING.CO.UK

CONDITIONS in line with the four licensing objectives

1. The promise shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Brent Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of the police or an authorised officer throughout the preceding 31 day period.
2. A staff member staff from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open to the public. This staff member shall be able to show police recent data or footage with the absolute minimum of delay when requested.
3. All staff shall be instructed to record in an incident book/register all incidents of crime and disorder occurring at the premises, and details of any occasion when the police are called. These records shall include the time and date of any incident and the identities of staff members involved. The incident book/register shall be made available for inspection by Police and authorised officers of the Brent Authority upon demand.
4. No super strength beer, lagers or ciders of 6.5 % ABV (alcohol by volume) or above shall be sold at the premises except for premium beers and ciders sold in glass bottles.
5. No single cans of beers, lagers, cider or similar will be sold
7. There shall be no self-service of spirits on the premises. No more than 25% of available shelving shall be allocated to alcohol.
9. A challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, passport or proof of age card with the PASS Hologram.
10. A diary log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the Brent Council at all time whilst the premises are open.






11. The premise shall ensure that reasonable and adequate staff training shall be carried out and properly documented in relation to, dealing with incidents and prevention of crime and disorder: sale of alcohol (to underage, persons over 18 purchasing for underage, drunks etc.) prior to being allowed to sell alcohol.



NISHCO FOOD & WINE
 319 HARROW ROAD
 WEMBLEY
 HA9 6BA

SCALE 1:100

- A: MAIN DOOR, ENTRANCE
- B: RETAIL FLOOR / FLOATING SHELVES
- C: SALES COUNTER
- D: STORE ROOMS
- E: TOILET
- F: FIRE EXITS

-  FIRE EXTINGUISHERS
-  ALCOHOL DISPLAY
-  LICENSABLE AREA.

This page is intentionally left blank



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

The Licensing Authority

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

Your ref: 19188

Our ref: NW/213/20/2965

Brent Borough Licensing Department

*Harrow Police Station
74, Northolt Road
Harrow
Middlesex
HA2 0DN*

E-mail: Gary.L.R.Norton@met.police.uk

Web: www.met.police.uk

Date: 10/07/2020

Police representations to a New Premises Licence application for "Nishco Food & Wine, 319 Harrow Road, Wembley, HA9 6BA".

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.

**Police Officer: Gary Norton
Licensing Team PC 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. The application has been made for a new premises licence under section 17 of the act, in accordance with section 12 of the Licensing Act 2003.

Police licensing 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.

This application for "off" licence sales is of major concern to the police, as the premises sits right in one of ten areas in Brent deemed a "Cumulative Impact Zone" (CIZ). Brent Council Licensing Policy introduced CIZ's on 7th January 2020 in order to combat a rise in crime, disorder & public nuisance (such as ASB), with many instances being associated to alcohol use/abuse.

The premises itself is situated in a busy area comprising of similar types of off licence premises, pubs, bars and restaurant within the footprint of Wembley Stadium and stricter licensing control on event days. It has a heavy pedestrian and traffic footprint throughout the early morning into the evening, as it runs along the A404 close to the triangular junction with A479.

The conditions proposed by the applicant have little consideration given to the local area, certainly nothing exceptional in their nature to consider adding another "off" license premises to the CIZ.

The continued rise of crime and ASB fuelled by ongoing issues such as alcohol and drugs continues and Police have faced drastic financial cuts for the past ten years, resulting in a significant fall in

officer numbers. The Mayor of London recently announced further funding cuts of £110M. Now more than ever, we need strict controls put in place, such as CIZ protection, to prevent further increases in existing licensing issues. More reliance on sensible decisions about allowing licensed premises needs to take place, with better awareness and self-regulation from existing and future licence holders.

It is clear from the application that no real consideration has been given to alleviate licensing concerns over adding yet another “off” sales premises. Within a stone throws distance, there are already five “off” licence premises; and bars/pubs such as The Arch, Station 31 & The Corner House. Aside from CIZ concerns about the need for exemplary licensing planning on the applicants part to consider another “Off” licence, the area is often swamped on Wembley Stadium event days. Large numbers of football fans swamp the area, sometimes from the previous night or early mornings to make a “weekend” of it, leading to more ASB, noise nuisance, violent disorder and public drinking.

The hours of alcohol supply requested are wholly inappropriate for such as area. We have local schoolchildren who head into schools in the early mornings, such as St Joseph’s Catholic Junior School, very close by on Chatsworth Road, Elsley Primary School on Tokyngton Avenue or the Ark Elvin Academy on Cecil Avenue. The street drinker issues around Wembley could lead to children having to negotiate street drinkers wishing to take the edge off their addiction. Having sales of 0600hrs and finishing at 0100hrs when the shop closes is ludicrous to consider in a CIZ area. Worse still, the applicant wishes to stay open an extra hour, until 0200hrs, on Friday and Saturday.

I would ask why on these days until that time, other than to try to take advantage of the illicit night time trade from street drinkers who frequent the area? The location of the premises is close to recognised side roads such as Chatworth Road, Waverley Road, the small green area adjacent to The Arch premises and alley cut-through’s behind the shopping parades.

The latest figures for crimes in May 2020 for the two areas that the premises sits on Wembley Central and Tokngton amounted to 426 crimes: 194 related to ASB and 76 to violent & sexual crimes. These figures can be verified on Police.uk website.

There are many studies reflecting the relationship between alcohol consumption/abuse with increases in ASB and violent crimes, as highlighted by such organisations as the Institute of Alcohol Studies. There is also evidence that the most disadvantaged of socio-economic groups (as represented by some of the local populous) that they are disproportionately at risk of alcohol-related violence.

To increase the supply of alcohol to an area with plenty of existing choice and recognised serious social issues would clearly be detrimental, regardless of the intentions of the applicant to set an example. Taking into account of Police concerns and guidance related to CIZ’s given in the Brent Council 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.

Therefore, the Police licensing team oppose the granting of this premises licence.

Yours Sincerely,

Gary Norton 2965NW
Licensing Constable – Brent Police

Nira Suresh
Arka Licensing Consultants Ltd
Trident Business Centre
89 Bickersteth Road
London
SW17 9SH

10th July 2020

Our Ref: 19188

Dear Nira Suresh,

Licensing Representation to the Initial Application for the Premises Licence at Nishco Food & Wine, 319 Harrow Road, HA9 6BA

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

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.

Cumulative Impact Zone (CIZ)

The Council's current Licensing Policy came into effect 7th January 2020. Crime and complaints assessments in 2015, did not identify any requirement for a CIZs. However, since 2016 there has been a significant and notable increase in alcohol related crime and anti-social behaviour which is having an adverse impact in some areas and neighbourhoods generating complaints from residents, councillors and the Police. This is undermining the licensing objectives and also has potential to undermine the vitality of Brent's town centres.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

Wembley Central has been identified as one of ten Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Statement of Licensing Policy states: -

Wembley Central (Wembley High Road/North End of Ealing Road)

Wembley Central is a ward which includes two busy shopping parades on Wembley High Road and the north end of Ealing Road. Wembley central has areas of low to medium levels of deprivation.

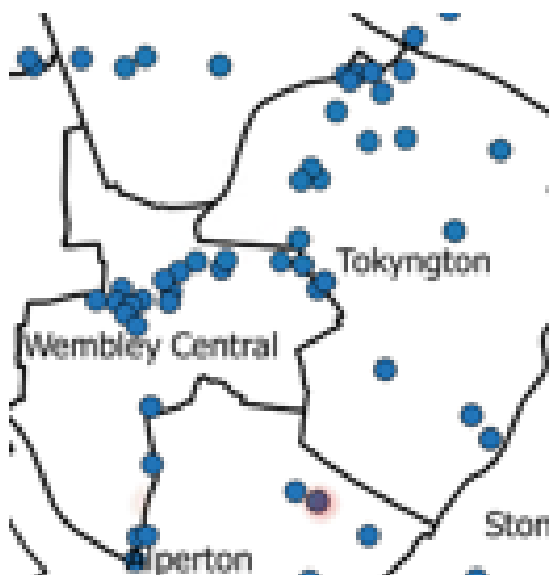
Wembley Central is a hotspot for alcohol flagged calls to the Police for crime and anti-social behaviour, and to the ambulance service for call outs. The data shows the whole of the High Road from Ealing Road to Wembley Triangle experiencing high levels of alcohol related issues.

In the last 2 years there have been 267 violent crimes in Wembley Central at an average of 11 crimes per month.

The below map shows violence with injury crimes, and off licences in Wembley (01/06/2017 to 31/05/2019)

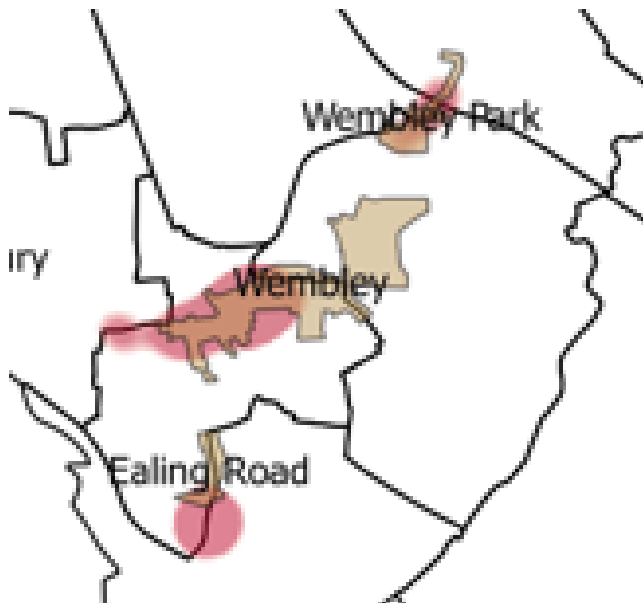
Street Drinking Hotspots

There are relatively few calls to police specifically about street drinking. This may be because they are recorded as other ASB types such as littering or noise. Between 01/06/2017 and 31/05/2018, there were only 53 calls to police. The following year, there were 142. This represents an increase of 168%. Part of this increase may be attributed to callers being aware of the borough wide PSPO on drinking in public which came into effect in October 2017.



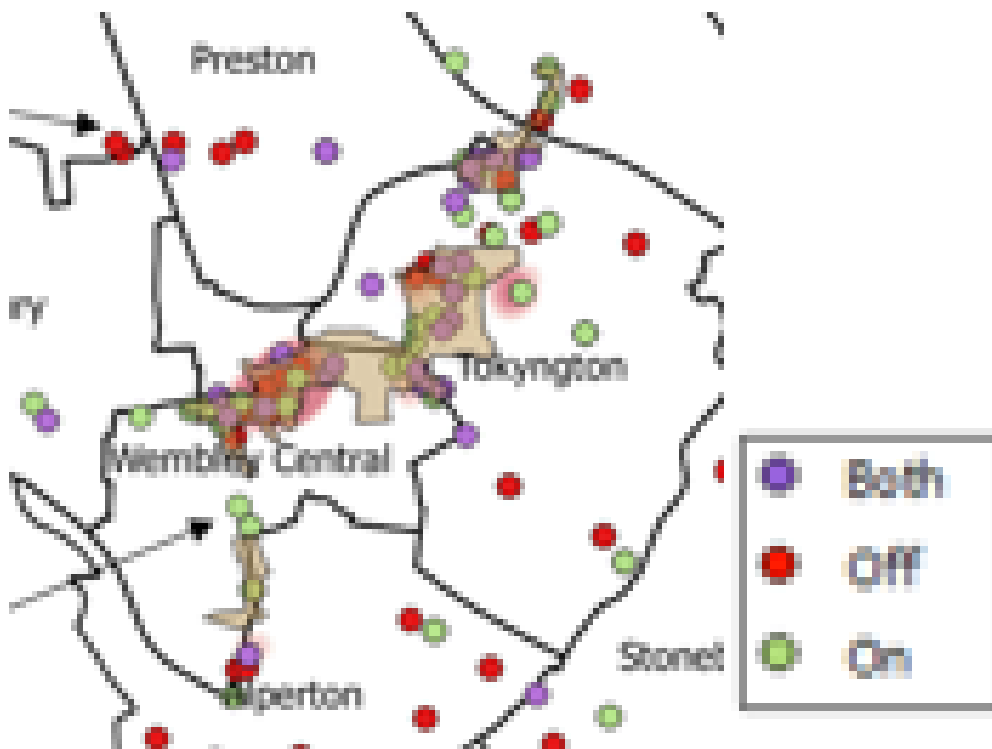
Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019

Hotspots in Brent in Ambulance and Police alcohol flagged call out data



Alcohol-related ambulance and Police calls between 01/06/2017 to 31/05/2019

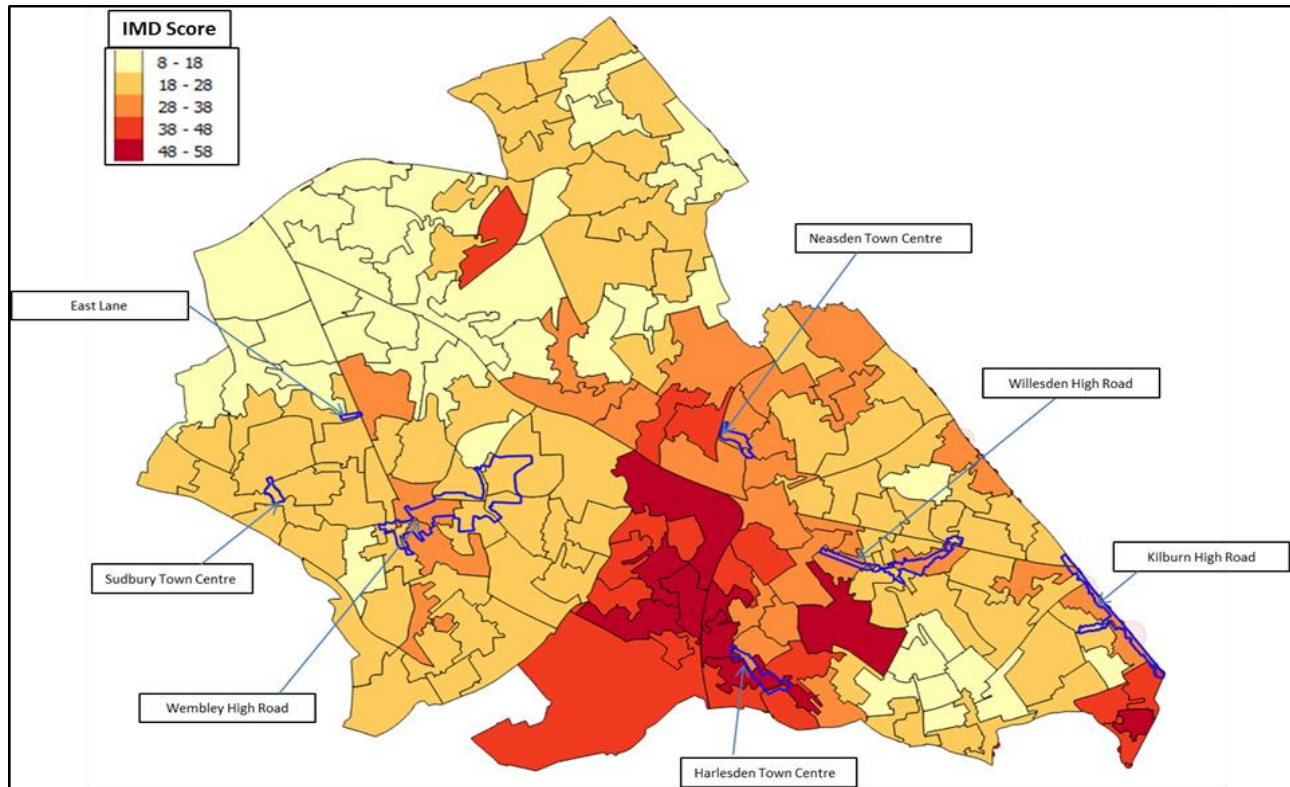
Hotspot of Violence with Injury Crimes



All violence with injury crimes between 01/06/2017 and 31/05/2019

Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The Index of Multiple is made up of income deprivation, employment deprivation, education, skills and training deprivation, health deprivation and disability, crime, barriers to housing services and living environment.



Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas

The purpose of the CIZ in Wembley Central is to address the issues mentioned above.

The Premises

The premises, namely Nishco Food & Wine, 319 Harrow Road, HA9 6BA falls within one of Brent's ten CIZs.



Wembley Stadium is within ½ mile walking distance and attracts a high footfall of visitors on event days. There are already a number of off licences within the vicinity (see map and table below).



Key	
▲ Premises applying for new OFF Licence	▲ Premises that already have an OFF Licence
	1. Eastern European, 297 Harrow Road – (1min Walk / 266 Feet)
	2. Jeen Cash & Carry, 306 Harrow Road (1min Walk / 253 Feet)
	3. STA, 322 Harrow Road (1min Walk / 105 Feet)
	4. Triangle Food & Wine, 1 Needles Crescent (1min Walk / 144 Feet)
	5. Brother Superstore, 4 Needles Crescent (1min Walk / 243 Feet)
	6. Sunny Superstore, 11 Wembley Hill Road (1min Walk / 377 Feet)
	7. Winstar, 354 High Rd, Wembley (2min Walk / 0.1 Miles)

Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and therefore it is an offence to drink alcohol in any public place.

If a police officer reasonably believes that a person is, or has been, consuming intoxicating liquor within these areas, the officer may require the person concerned:

- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- c) An officer may dispose of anything surrendered to him/her as above.
- d) Issue fixed penalty notices on offenders

e) Prosecute persistent offenders

However, in reality there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. It is clear that if off licences did not exist, the number of street drinkers would decline.

Therefore simply selling alcohol to customers who once off the premises, are no longer the responsibility of the licence holder, the Designated Premises Supervisor (DPS) and/or members of staff is no longer a viable option.

Premises Licence Application

Operational Schedule, Training Manual & Conditions

According to Section M of the application form, the applicant mentions that they have read and understood the Licensing Policy and proposes various conditions and has over 15 years experience in management at a Co-Op Supermarket.

The application which proposes a number of conditions, but nothing bespoke to the premises. Simply listing a number of conditions from Brent's pool of model conditions without any type of substantive operational plan for example, appears inadequate. The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in an already saturated area.

This could also include the 'training manual' mentioned in the application form which should give detailed information on the training that is covered. This would go some way in reassuring the Licensing Authority that the business has taken the impact on the local area of adding another off licences to the seven that already exist within close proximity.

Supply of Alcohol and Opening Hours

The proposed hours for supply of alcohol from 06:00hrs – 01:00hrs Sunday to Thursday and 06:00hrs to 02:00hrs Friday to Saturday demonstrates the applicant has not considered the licensing objectives in depth and the impact it would impose on the area. The proposed hours are excessive and may contribute to existing problems in the area.

Summary

The Statement of Licensing Policy states that any licence application in a CIZ area will need to demonstrate with evidence that its operation will not add to any cumulative impacts that the CIZ is seeking to address. Further, new applicants and those applying for variations would be required to demonstrate how their premises will not contribute to street drinking in those areas.

The effect of adopting a CIZ is to "create a rebuttable presumption" that applications for licences which are likely to add to the existing cumulative impact will normally be refused (or subject to certain limitations) unless the applicant can demonstrate that there will be no negative cumulative impact on the licensing objectives.

The operating schedule fails to demonstrate that a grant will not lead to a negative cumulative impact on one or more of the licensing objectives and to the contrary add to the issues of an existing saturated area.

It is on this basis, that the Licensing Authority ask that the application for a new premises licence is **refused** by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority's opinion is not adequate when the application does not demonstrate what is being put in place in order to avoid further cumulative impact. Adding an additional off licence to the seven that already exist in the immediate area, will no doubt be detrimental to the local area.

If the committee however decide that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating schedule:-

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

1. 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.
2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.
4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. Promotions that encourage irresponsible drinking shall not be permitted.
6. A "Challenge 25" policy shall be adopted and adhered to at all times.
7. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
8. 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.
9. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for 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.
10. 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.
11. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

12. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
13. A single 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) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
14. No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises.
15. No single cans of beer, lager or cider be sold.
16. No miniatures (5cl or 50ml) to be sold.
17. A clear and unobstructed view into the premises shall be maintained at all times.
18. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.
19. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).
20. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.
21. A suitable intruder alarm and panic button shall be fitted and maintained.
22. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.
23. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
24. An electronic till prompt should be used for all alcohol sales.
- 25: On major event days at Wembley Stadium the following shall apply:
- Customers shall not be allowed to congregate outside the premises.
 - No drinks shall be served in glass containers.
 - The DPS or deputy shall work in partnership with the Police and if necessary comply with any direction given by a senior Police Officer on duty at the event.
 - No alcohol or “alcopop” type drinks shall be displayed or sold in glass containers with the exception of wines and spirits.
 - No more than 4 cans of alcohol shall be sold per customer.

Reduction of Permitted Hours

Supply of Alcohol

Monday to Sunday– 9:00hrs to 23:00hrs

Hours premises are open to the public

Sunday – Thursday – 06:00hrs to 01:00hrs (No Change)

Friday – Saturday – 06:00hrs to 02:00hrs (No Change)

Yours faithfully



Esther Chan
Licensing Inspector
Regulatory Services

This page is intentionally left blank

From:
Sent: 04 July 2020 22:16
To: Business Licence <business.licence@brent.gov.uk>
Subject: Licence application number 19188

Susana Figueiredo
Licensing Department
Brent Civic Centre
Engineers Way
Wembley
Middlesex
HA9 0FJ

4 July 2020

Dear Licensing Department

Licensing Representation to the Application for a new Premises Licence for Nishco Food and Wine, 319 Harrow Road, Wembley, HA9 6BA

We are aware that Nishco Food and Wine (located at 319 Harrow Road) have applied for a Premises Licence to sell alcohol and trade until 2am on certain nights (Application Reference: 19188). We certify that we have considered the application shown above and we wish to make a representation on behalf of Blue Cross Group Limited which trades in the area.

We would like to raise our concerns and objection to this application on the following grounds:

1 **Local competition**

There are already six grocery stores (also selling licensed products) in the neighbourhood within 200 metres of 319 Harrow Road - in other words, in and around the Wembley Triangle area. The area is already well served by grocery stores selling alcohol and as you will be aware there have been stores that have closed down or changed hands in this area on numerous occasions due to lack of business and too much competition.

2 **Frequency of trouble**

The area is already served by at least four stores beyond 11pm (presumably they are all late night licence holders or 24 hour licence holders). As the police will know the area has a good record of trouble-free shoppers with only the occasional issue arising. Creating yet another late night / early morning licence holder will inevitably increase shoppers from further afield (e.g. from Wembley High Road and Stonebridge) to this area late at night and these shoppers could increase the occasional issue to more frequent issues and an increase in crime and disorder in what is very much a quiet residential area at night.

3 **Macro-economics, uncertainty and current economic climate**

The Covid-19 pandemic has created some huge uncertainties in the economy. This is likely to lead to higher unemployment and less spending power by individuals right across the country. Brent is likely to see a higher impact of the slow down due to the demographics of its population. The result of an economic contraction nationally and locally will be tighter

margins and a tougher trading environment for retailers generally. Introducing further local competition by allowing too many similar stores (retailers, off-licences, hairdressers, restaurants) will be generally detrimental to the trading environment in the local area. (This of course would not apply to new stores with very different concepts such as Envious Balloons or a replacement of MySnapSell's own business).

In summary:

Closure of shops in the area and increased civil disturbance issues in the area would be contrary to the council's objectives to create a thriving business community with law-abiding profitable businesses in an area that has high national prominence. The council has worked hard (very hard, in fact) to improve the area and rid the area of undesirable activities and reduce crime in the neighbourhood. We are sure that allowing more late night licensed stores in a concentrated area around the triangle will undo the great work done over recent years.

As a result of the above, we urge the Council to reject the application on the grounds of the impact on the following licensing objectives:

The prevention of crime and disorder
Public Safety
Prevention of Public Nuisance

We hope you will understand our desire to do the right thing for the area and our neighbours.

Kind regards

Nishco Food & Wine, 319 Harrow Road, Wembley, HA9 6BA



1:1250

0 0.02 0.04 kilometres



Brent

This page is intentionally left blank