



Alcohol and Entertainment Licensing Sub-Committee

Monday 29 March 2021 at 4.00 pm

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: [HERE](#)

Membership:

Members

Councillors:

Denselow (Chair)
Shahzad
Hylton

Substitute Members

Councillors:

Ahmed, Long, Chohan, Hector, Kennelly, Maurice, R
Patel

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: [HERE](#)

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 Alperton Stationary Shop, for the premises known as Alperton Stationary Shop, 200 Ealing Road, HA0 4QG, pursuant to the provisions of the Licensing Act 2003 1 - 28

Date of the next meeting: 14 April 2021 @ 10.00am



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

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Alperton Stationary Shop Ltd
Name & Address of Premises:	Alperton Stationary Shop, 200 Ealing Road, HA0 4QG
Applicants Agent:	RB Retail & Licensing Services Ltd

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 9am to 10pm 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.

This application falls within a Cumulative Impact Zone.

3. Promotion of the Licensing Objectives

See page 16-18 of the application

4. Relevant Representations

Representations have been received from the Police and Licensing Officers both requesting refusal.

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. OS Map

**LICENSING AUTHORITY, BRENT COUNCIL, BRENT CIVIC
CENTRE, ENGINEERS WAY, WEMBLEY, HA9 0FJ.**

**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.

We ALPERTON STATIONARY SHOP LIMITED

(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			
ALPERTON STATIONARY SHOP & POST OFFICE 200 EALING ROAD WEMBLEY			
Post town	LONDON	Postcode	HA0 4QG

Telephone number at premises (if any)	0208 902 6453
Non-domestic rateable value of premises	£38250

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- | | | |
|---|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i. as a limited company | <input checked="" type="checkbox"/> | please complete section (B) |
| ii. as a partnership | <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 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:

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

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 type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
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		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
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 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 ALPERTON STATIONARY SHOP LIMITED
Address 200 EALING ROAD WEMBLEY HA0 4QG
Registered number (where applicable) ██████████
Description of applicant (for example, partnership, company, unincorporated association etc.) LIMITED COMPANY
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
09	03	2021

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 IS A CONVENIENCE STORE & POST OFFICE RECENTLY REFURBISHED.

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 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

- | | |
|---|---|
| <p>Provision of regulated entertainment</p> <ul style="list-style-type: none"> 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) <p>Provision of late night refreshment (if ticking yes, fill in box I)</p> <p>Supply of alcohol (if ticking yes, fill in box J)</p> <p>In all cases complete boxes K, L and M</p> | <p>Please tick any that apply</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> |
|---|---|

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	09.00	22.00			
Tue	09.00	22.00			
Wed	09.00	22.00			
Thur	09.00	22.00			
Fri	09.00	22.00			
Sat	09.00	22.00			
Sun	09.00	22.00			
			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 DEVEN MORJARIA	
Date of birth : ██████████	
Address ██████████ ██████████ ██████████	
Postcode	██████████
Personal licence number (if known) ██████████	
██	

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 8).

NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			<u>State any seasonal variations</u> (please read guidance note 4)
Day	Start	Finish	
Mon	09.00	22.00	<p><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 5)</p>
Tue	09.00	22.00	
Wed	09.00	22.00	
Thur	09.00	22.00	
Fri	09.00	22.00	
Sat	09.00	22.00	
Sun	09.00	22.00	

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 9)

1. All spirits will be stored or displayed behind the counter and all alcohol including spirits will be located in Chillers and or display cabinets which can be secured at the discretion of staff members and within full view of the till. Except for alcohol stored behind the counter, no alcohol products will be displayed for sale within five metres of the entrance/exit of the store.
2. A CCTV system with recording and monitoring facilities will be installed at the site prior to any licensable activity taking place in all areas both internal and externally to which the public have access including areas where licensable activities take place.
3. The system shall be fitted and maintained in good working order and fitted to a standard recommended by the Police Crime reduction Officer. It shall be operational at all times when licensable activities are taking place. The system shall incorporate a method of recording the date and time of the recording.
4. Images shall be of evidential quality and will be retained for 30 days and will be made available upon reasonable request by officers of the responsible authorities.
5. A Challenge 25 policy will be operated at the premises. Acceptable forms of identification shall be a passport, a photo driving licence and a PASS accredited identification card.
6. Challenge 25 posters shall be displayed in prominent positions at the premises.
7. Notices shall be displayed prominently requesting customers to leave the premises quietly.
8. Sufficient litter bins will be available on site and emptied regularly.
9. The licence holder shall ensure that all staff selling or serving alcohol are trained to ask customers attempting to purchase alcohol, who are unknown to the staff member serving to be under the age of 25 years of age for appropriate identification.
10. All staff will also be instructed, through a written training program, that sales shall not be made unless this evidence is produced. Written staff training records will also be given all serving staff on not serving drunken person or allowing disorderly conduct on premises. Staff training will be carried out at intervals no less than twice a year and on new staff inductions.
11. Written records will be made available for inspection by officers of the responsible authorities upon reasonable request.
12. No single can of beer, lager or cider above 6% ABV is to be sold (such products only to be sold in multi-packs).
13. A register of all refused sales shall be kept at the premises and a record of every refused sale shall be entered into the register showing the date and time of refusal, details of the product and the individual refused and the name of the person who refused it. The register shall be kept on the premises at all times and made available for inspection on request by officers of the responsible authorities.
14. The premises will operate a till prompt system whereby any age-related product scanned will automatically prompt the cashier to request ID in appropriate circumstances. The system will also generate the earliest date of birth that is acceptable to aid the cashier in checking against the ID provided.
15. All alcohol products displayed instore will be marked to identify the product is from the applicants shop.

b) The prevention of crime and disorder

1. All spirits will be stored or displayed behind the counter and all alcohol including spirits will be located in Chillers and or display cabinets which can be secured at the discretion of staff members and within full view of the till. Except for alcohol stored behind the counter, no alcohol products will be displayed for sale within five metres of the entrance/exit of the store.
2. All alcohol products displayed instore will be marked to identify the product is from the applicant's shop.
3. A CCTV system with recording and monitoring facilities will be installed at the site prior to any licensable activity taking place in all areas both internal and externally to which the public have access including areas where licensable activities take place.
4. The system shall be fitted and maintained in good working order and fitted to a standard recommended by the Police Crime reduction Officer. It shall be operational at all times when licensable activities are taking place. The system shall incorporate a method of recording the date and time of the recording.
5. Images shall be of evidential quality and will be retained for 30 days and will be made available upon reasonable request by officers of the responsible authorities.
6. A Challenge 25 policy will be operated at the premises. Acceptable forms of identification shall be a passport, a photo driving licence and a PASS accredited identification card.
7. Challenge 25 posters shall be displayed in prominent positions at the premises.
8. All staff will also be instructed, through a written training program, that sales shall not be made unless this evidence is produced. Written staff training records will also be given all serving staff on not serving drunken person or allowing disorderly conduct on premises. Staff training will be carried out at intervals no less than twice a year and on new staff inductions.
9. Written records will be made available for inspection officers of the responsible authorities upon reasonable request.
10. An Automatic Alarm will be fitted and maintained in good order and be capable of operating independently from the electricity mains. The alarm fitted will be approved by a qualified Police Crime Prevention Officer.
11. No single can of beer, lager or cider above 6% ABV is to be sold (such products only to be sold in multi-packs).
12. A register of all refused sales shall be kept at the premises and a record of every refused sale shall be entered into the register showing the date and time of refusal, details of the product and the individual refused and the name of the person who refused it. The register shall be kept on the premises at all times and made available for inspection on request by officers of the responsible authorities.

c) Public safety

1. A CCTV system with recording and monitoring facilities will be installed at the site prior to any licensable activity taking place in all areas both internal and externally to which the public have access including areas where licensable activities take place.
2. The system shall be fitted and maintained in good working order and fitted to a standard recommended by the Police Crime reduction Officer. It shall be operational at all times when licensable activities are taking place. The system shall incorporate a method of recording the date and time of the recording.
3. Images shall be of evidential quality and will be retained for 30 days and will be made available on request by officers of the responsible authorities Notices shall be

- displayed prominently requesting customers to leave the premises quietly.
4. Sufficient litter bins will be available on site and emptied regularly.

d) The prevention of public nuisance

1. A CCTV system with recording and monitoring facilities will be installed at the site prior to any licensable activity taking place in all areas both internal and externally to which the public have access including areas where licensable activities take place.
2. The system shall be fitted and maintained in good working order and fitted to a standard recommended by the Police Crime reduction Officer. It shall be operational at all times when licensable activities are taking place. The system shall incorporate a method of recording the date and time of the recording.
3. Images shall be of evidential quality and will be retained for 30 days and will be made available upon request to officers of the responsible authorities
4. Notices shall be displayed prominently requesting customers to leave the premises quietly.
5. Sufficient litter bins will be available on site and emptied regularly.

e) The protection of children from harm

1. A Challenge 25 policy will be operated at the premises. Acceptable forms of identification shall be a passport, a photo driving licence and a PASS accredited identification card.
2. Challenge 25 posters shall be displayed in prominent positions at the premises.
3. The licence holder shall ensure that all staff selling or serving alcohol are trained to ask customers attempting to purchase alcohol, who are unknown to the staff member serving to be under the age of 25 years of age for appropriate identification.
4. All staff will also be instructed, through a written training program, that sales shall not be made unless this evidence is produced. Written staff training records will also be given all serving staff on not serving drunken person or allowing disorderly conduct on premises. Staff training will be carried out at intervals no less than twice a year and on new staff inductions.
5. Written records will be made available for inspection by officers of the responsible authorities
6. A register of all refused sales shall be kept at the premises and a record of every refused sale shall be entered into the register showing the date and time of refusal, details of the product and the individual refused and the name of the person who refused it. The register shall be kept on the premises at all times and made available for inspection on request by officers of the responsible authorities.
7. The premises will operate a till prompt system whereby any age-related product scanned will automatically prompt the cashier to request ID in appropriate circumstances. The system will also generate the earliest date of birth that is acceptable to aid the cashier in checking against the ID provided.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee. X
- I have enclosed the plan of the premises. X
- I have sent copies of this application and the plan to responsible authorities and others where applicable. X
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. X
- I understand that I must now advertise my application. X
- I understand that if I do not comply with the above requirements my application will be rejected. X
- X
[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	
Date	8 th FEBRUARY 2021
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.

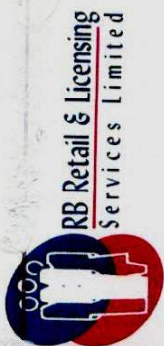
Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
RICHARD BAKER RB RETAIL & LICENSING SERVICES LIMITED [REDACTED] [REDACTED]			
Post town	[REDACTED]	Postcode	[REDACTED]
Telephone number (if any)		[REDACTED]	
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) [REDACTED]			

Notes for Guidance

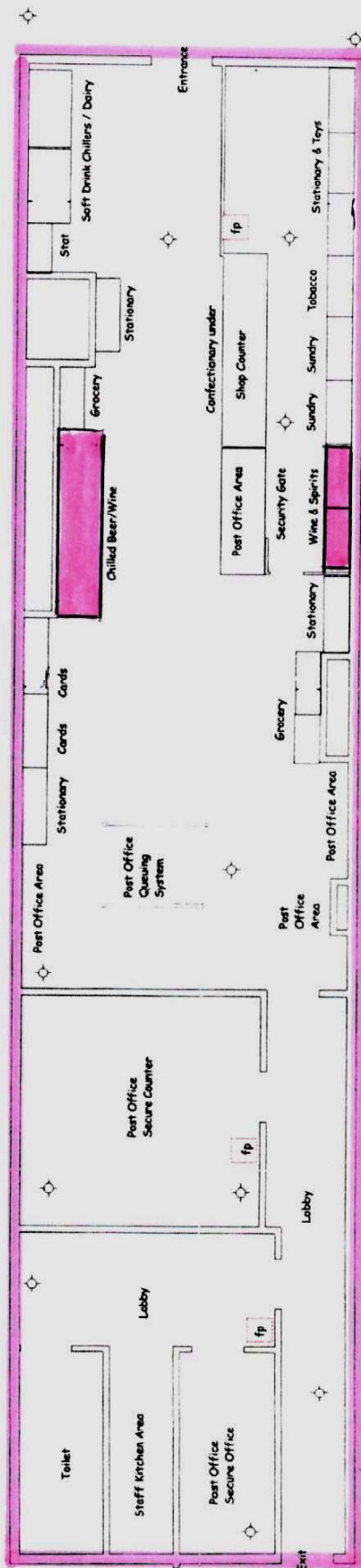
1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for
2. consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
3. In terms of specific regulated entertainments please note that:

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**RB Retail & Licensing
Services Limited**

- Key**
- 1 Fire Extinguisher - Powder
 - 2 Smoke Alarm
 - 3 Security Camera



Alperton Stationary Shop & Post Office
 200 Ealing Road, Wembley,
 London, HA0 4QG
 Drawing Ref: RB1088
 Drawn by RB Retail & Licensing Services Ltd
 Date: 29TH June 2020
 Scale 1:100

All retail selling areas to be licensed for alcohol display. Copyright - RB Retail & Licensing Services Limited, 23 Magister Drive, Lee on the Solent, Portsmouth PO123 8GE, Site dimensions to be used at all times

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**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

The Licensing Authority

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

Your ref: 20607

Our ref: 30/21/2965NW

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:23/02/2021

Police representations to a New Premises Licence application for:

“ALPERTON STATIONARY SHOP, 200 EALING ROAD, WEMBLEY, HA0 4QG”.

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 Constable 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. The Police representations are primarily concerned with crime and disorder, public nuisance and protecting children from harm.

The premises sits on the main shopping parade area of Ealing Road, 0.3 miles north of Alperton London Underground Station. The area has heavy vehicular traffic throughout the morning, day and evenings as well as a substantive footfall of pedestrian custom. It is a main arterial route for traffic and has numerous bus routes also. There are two schools close by, Alperton Community School & Lyon Park Primary School. Local businesses are focused along most sections of Ealing Road, always in close proximity to local residents housing and accommodation.

Ealing Road is saturated with a large number of on/off licenses. The increase in number of venues supplying off sales of alcohol has facilitated the bad habits of street drinkers, giving them easy access to alcohol, often compounded by irresponsible sales. This in turn has had a negative effect in the area leading to more crime, disorder and public nuisance and even children having access to alcohol. Street drinkers congregate in various areas, such as the Ealing Road (and its adjacent side streets and service alleys) and One Tree Hill Park.

The issue has become so prevalent that Brent Council deemed the area to be one of its Cumulative Impact Zones (CIZ). To quote the Brent Council licensing policy: **“Where a Premises Licence**

application for a new off-licence, or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), the presumption is that the application will be refused. This is unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives."

New Premises licenses (for off-sales) applications continue to be received despite the CIZ borough policy. If these applications (including this one) had been accepted there would have been 4 more off licenses adding to the potential issues of the area. Each and every applicant states they will maintain the highest standards and ensure the licensing objectives are upheld. Existing licence holders also make similar claims, yet still the issues persist. It is difficult to focus on identifying culprits of irresponsible sales of alcohol, where street drinkers have purchased their supply and what condition they were in when they did so. Conducting operations to combat street drinkers and associated issues are extremely time consuming and resource draining, especially when others issues take precedence. Despite the success of such operations in dealing with street drinkers at the time, they soon return. The main way to curb further issues is to reduce the supply of alcohol, or maintain a balance between commercial opportunities and social welfare. There are numerous off licence premises.

Some of these include:

- A to Z Convenience Store, 406-406 Ealing Road
- Anglo-Asian Cash & Carry, 537-539 Ealing Road
- Anshraj Food & Wine, 290 Ealing Road
- Diu Bizzar Ltd, 226 Ealing Road,
- Ealing Newsagent 154 Ealing Road
- Jalaram Superstores, 284 Ealing Road
- Lidl Ealing Road (under construction).
- Sainsburys 360 Ealing Road
- San Remo Food & Wine 276 Ealing Road
- Sidney's off licence 216 Ealing Road
- Wembley Off Licence 96 Ealing Road
- Wine Mart 34-38 Ealing Road

This does not take into account of premises with alcohol "on" sales, some of which may also allow "off" sales. Whilst police licensing can appreciate the business reasons for requesting the sale of alcohol, simply allowing more and more venues to serve "off" sales of alcohol is increasing the supply options for it, which in turn adds the likely probability of more unpleasant issues to contend with.

According to the Office of National Statistics, alcohol is implicated as being involved in 39% of all violent crime in England, as well as a contributing factor to public disorder and anti-social behaviour in communities across the country.

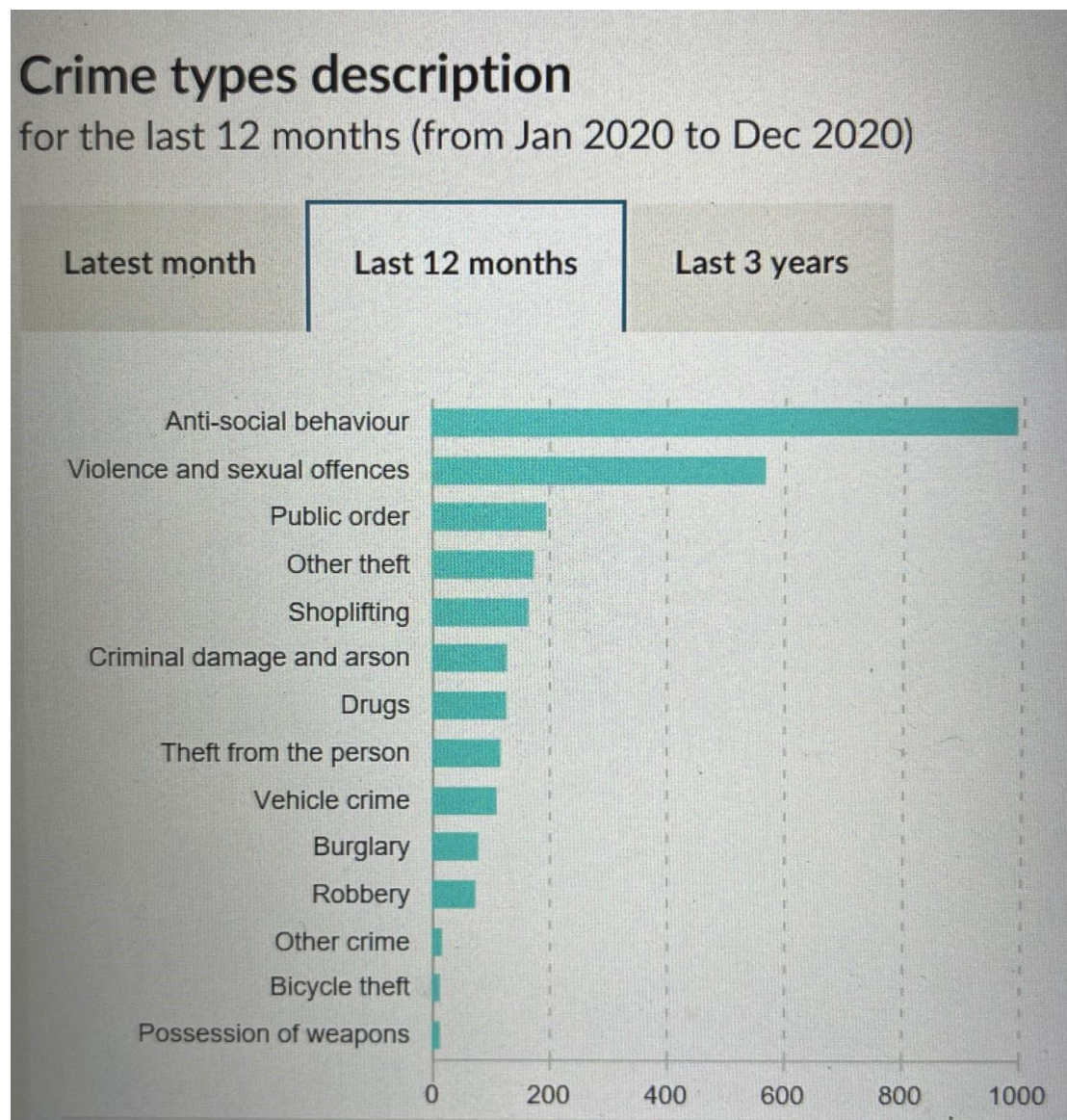
With regards to specific figures around crime, disorder and ASB in the area of HA0 4QG, www.police.uk shows the following patterns over the last updated record of January 2020 to December 2020:



Of these, the most commonly reported crimes during Dec 2020 were:

- **Anti-social behaviour**
72
- **Violence and sexual offences**
33
- **Shoplifting**
26
- **Theft from the person**
23

In the past 12 months, despite the long periods of National Lockdowns, there were was no overall reduction in crime and disorder. Again, this reflects the area in the immediate vicinity of HAO 4QG.



There is nothing in the proposed conditions that shows the applicant can satisfactorily evidence that their application will not negatively impact on the licensing objectives. It will merely increase alcohol sales in the area.

For these reasons, I oppose the premises licence being granted to the applicant.

Yours Sincerely,

Gary Norton



GARY NORTON
Police Constable 2965NW –
Brent Licensing Officer
Mobile: 07500 993 899
Harrow Police Station, 74,
Northolt Road, Harrow, HA2
ODN
Web: www.met.police.uk Email:
Gary.L.R.Norton@met.police.uk



Brent Civic Centre
Engineers Way
Wembley
Middlesex HA9 0FJ

EMAIL susana.figueiredo@brent.gov.uk

WEB www.brent.gov.uk

Alperton Stationary Shop
200 Ealing Road
Alperton
HA0 4QG

8 March 2021

Dear Sir/Madam,

Licensing Representation to the Initial Application for the Premises Licence at Alperton Stationary Shop, 200 Ealing Road, Alperton, HA0 4QG

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 in 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.

Wembley Central which includes Ealing Road 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: -

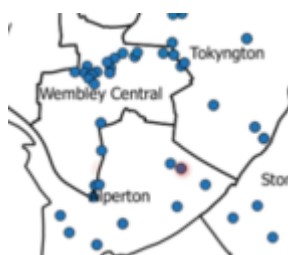
'Ealing Road

There are low level anti-social behaviour issues related to street drinking such as urination, defaecation etc. in this area. It is one of the areas where highest number of warning letters and fixed penalty notices have been issued to street drinkers. Further evidence has been provided by residents in the form of petition received during one of the licensing hearings. Therefore, it is proposed that a CIZ be introduced for off-licences on Ealing Road from the junction of High Road Wembley up to the junction of Bridgewater Road. The CIZ area includes Atlip Road, Mount Pleasant Road up to the junction of Orchard Close, Montrose crescent, Union Road and Coronet Parade'.

Data captured from various sources including alcohol related police and ambulance call outs has been mapped and shown sufficient evidence to implement CIZs in the specified area. 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.

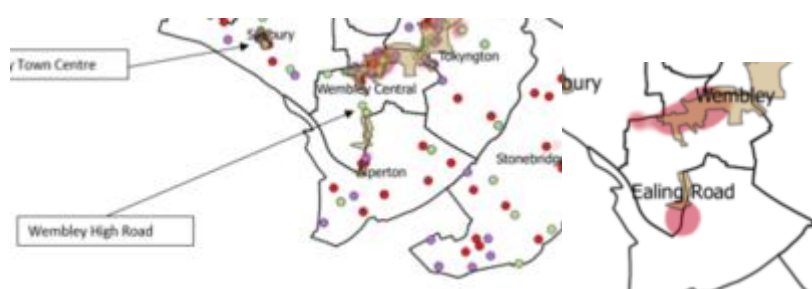
Street Drinking Hotspots

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.



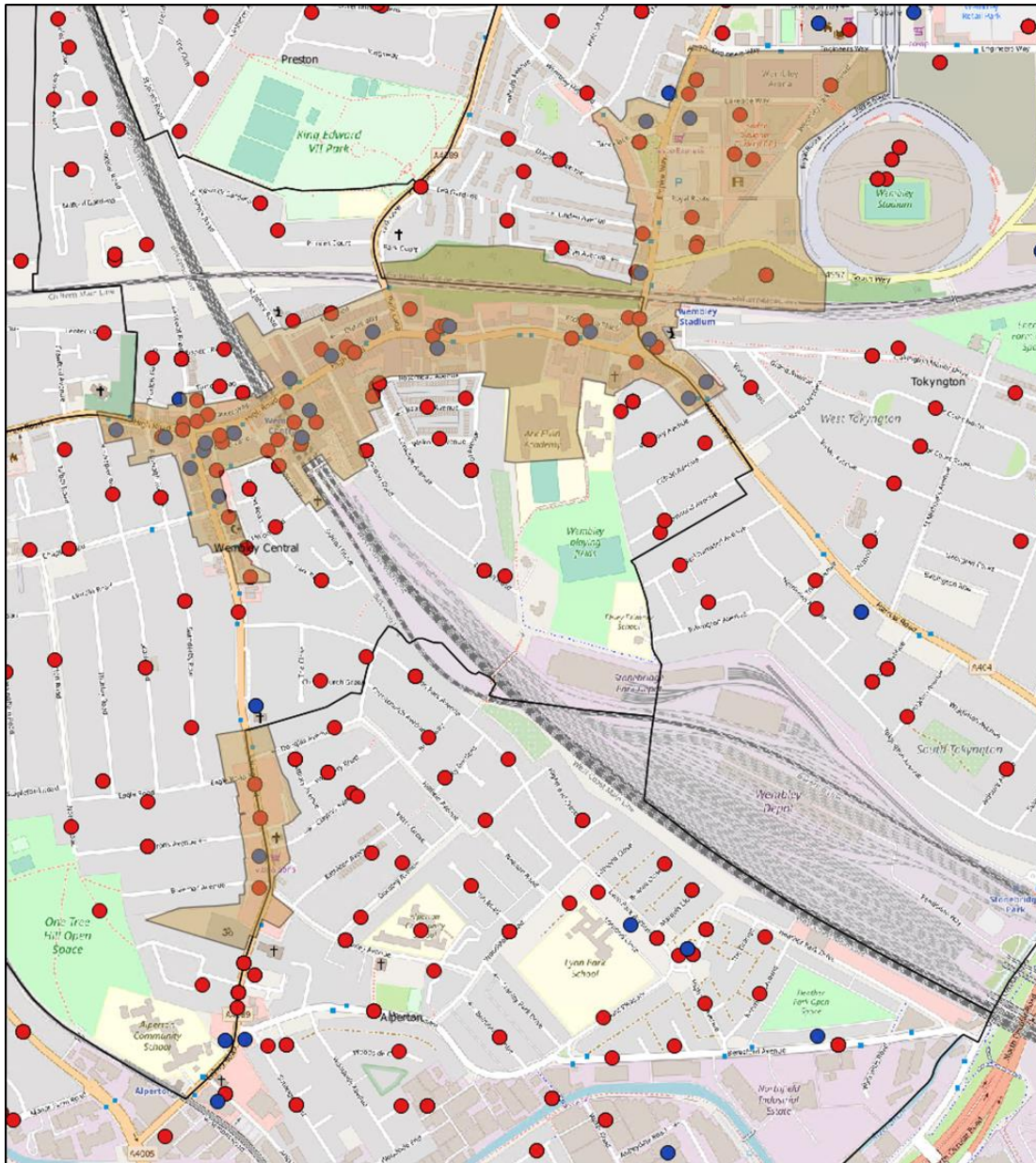
Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019

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

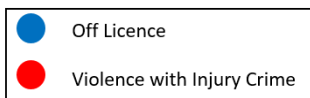


Alcohol-related ambulance and Police calls between 01/06/2017 to 31/05/2019

Hotspot of Violence with Injury Crimes

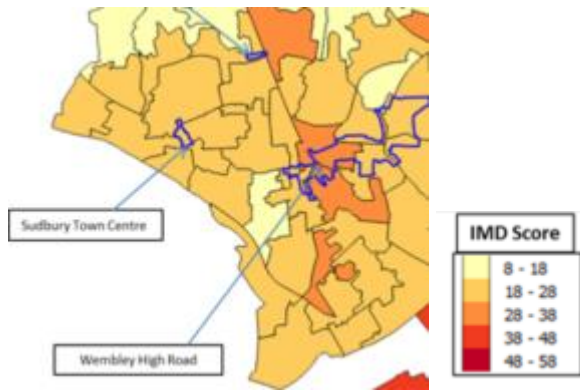


All violence with injury crimes and offences in Wembley (01/06/2017 and 31/05/2019)



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 and Ealing Road, is to address the issues mentioned above.

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.

Linking Street Drinkers to Off-Licences

It is increasingly difficult to link issues with off-licences who serve street drinkers. Street drinkers are reluctant to give up information on where they have purchased their alcohol so as not to alert enforcement officers.

It is clear that street drinkers are happy to walk some distance to ensure they can drink without being seen. It can therefore be difficult to know where street drinkers have purchased alcohol when they no longer stay close to the premises where they have purchased the alcohol.

Historically street drinkers were also obvious in appearance. This is no longer the case, making it difficult for check-out staff to differentiate, therefore creating a pressure on them when selling alcohol.

Premises Licence Application

Operational Plan, Local Research & 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 an area located within a CIZ.

There has been no indication that the premises has done any research on issues such as street drinking in the immediate area and presented the outcome of those findings within the application.

This would go some way in reassuring the Licensing Authority that the business has tried to consider whether the impact of adding an additional off licence would in fact impact the area before signing a lease (an assumption is made here that this has already taken place) to add a further off licence to the 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.

There appears to be no evidence in the premises licence application which indicates that the off licence will operate differently to the existing off licences.

Summary

There are already a large number of off licences in the area:-

- Wine Mart 34-38 Ealing Road
- Wembley Off Licence 96 Ealing Road
- Ealing Newsagent 154 Ealing Road
- Sidney's off licence 216 Ealing Road
- Diu Portigal, 226 Ealing Road
- San Remo Food & Wine 276 Ealing Road
- Jalaram, 284 Ealing Road
- Anshraj Food & Wine, 290 Ealing Road
- Lidl, Minavil House, Ealing Road
- Sainsburys 360 Ealing Road
- A to Z Convenience Store, 406-406 Ealing Road
- Anglo-Asian Cash & Carry, 537-539 Ealing Road

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.

Other than the list of proposed conditions, the application and 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.

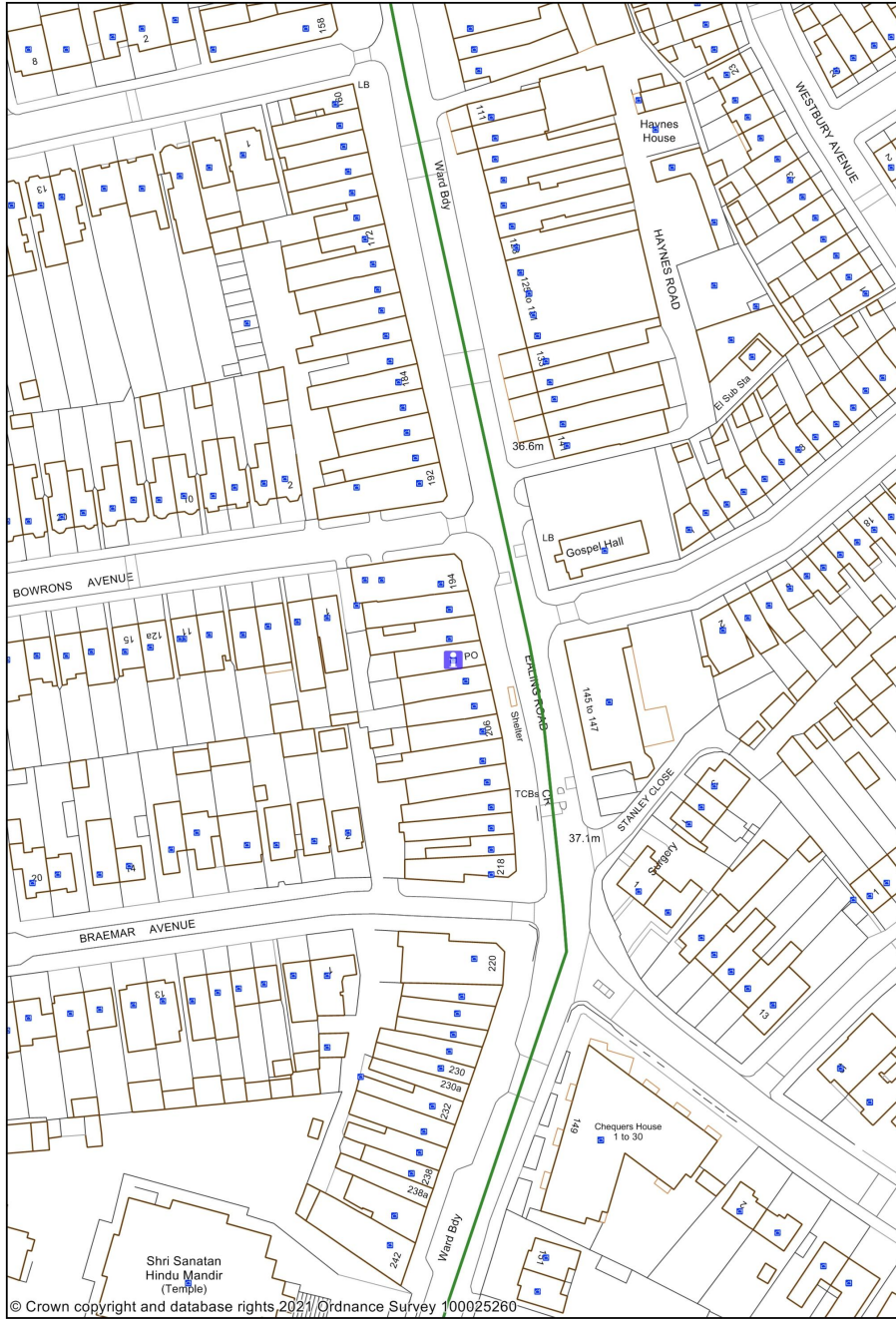
It is on this basis, that the Licensing Authority ask that the application for a new premises licence is refused by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority's opinion is not adequate when the application does not demonstrate what is being put in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

Yours faithfully



Susana Figueiredo
Licensing Inspector
Regulatory Services

Alperton Stationary Shop, 200 Ealing Road, HA0 4QG



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