



## Alcohol and Entertainment Licensing Sub-Committee

**Tuesday 18 May 2021 at 10.00 am**

This meeting will be conducted as a virtual meeting in line with specific Licensing provisions already available under the Licensing Act 2003. 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:

Long (Vice-Chair)  
Ahmed  
Shahzad

#### Substitute Members

Councillors:

Chohan, Denselow, Hector, Kennelly, Maurice,  
McLeish, Hylton

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto: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](http://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
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
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.	
<b>3 Application for a New Premises Licence by Westfield Food &amp; Wine Ltd for the premises known as Westfield Food &amp; Wine, 248-250 High Street, NW10 4TD, pursuant to the provisions of the Licensing Act 2003</b>	1 - 42

**Date of the next meeting: 18 May 2021 - Afternoon**

- 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:	Westfield Food & Wine Ltd
Name & Address of Premises:	Westfield Food & Wine, 248-250 High Street, NW10 4TD
Applicants Agent:	Mr Manuel Rocha

The application is for a new premises licence:

- 1 For the sale and supply of alcohol from 10am to 11pm Monday to Sunday and to remain open from 7am to midnight Monday to Saturday and from 8am to Midnight 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 9 of the application

#### 4. Relevant Representations

Representations were received and withdrawn from the Police and Licensing Officers. Representations remain outstanding from Ward Councillors 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. Application Form & Plan
- B. Police Representation & withdrawal
- C. Licensing Representation & withdrawal
- D. Councillor Kelcher Rep
- E. Councillor Chan Rep
- F. Resident Rep
- G. 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.

We WESTFIELD FOOD AND WINE LTD

*(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**

<b>Postal address of premises or, if none, ordnance survey map reference or description</b>			
WESTFIELD FOOD AND WINE 248-250 HIGH STREET LONDON			
Post town	LONDON	Postcode	NW10 4TD
Telephone number at premises (if any)			
Non-domestic rateable value of premises		£28500	

**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/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  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 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 checked="" 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)					

**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 over		I am 18 years old or		<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	<b>WESTFIELD FOOD AND WINE LTD</b>
Address	<b>248-250 HIGH STREET LONDON NW10 4TD</b>
Registered number (where applicable)	<b>[REDACTED]</b>
Description of applicant (for example, partnership, company, unincorporated association etc.)	<b>LIMITED</b>
Telephone number (if any)	
E-mail address (optional)	<b>[REDACTED]</b>

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DDMM				YYYYY			
1	5	0	4	2	0	2	1

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 notes)

**WESTFIELD FOOD AND WINE IS A NEW SUPERMARKET. WE SELL GROCERIES AND DELI PRODUCTS.**

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)  | <input type="checkbox"/>   |
| b) films (if ticking yes, fill in box B)  | <input type="checkbox"/>   |
| c) indoor sporting events (if ticking yes, fill in box C)   | <input type="checkbox"/>   |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D)  | <input type="checkbox"/>   |
| e) live music (if ticking yes, fill in box E)   | <input type="checkbox"/>   |
| f) recorded music (if ticking yes, fill in box F)   | <input type="checkbox"/>   |
| g) performances of dance (if ticking yes, fill in box G)  | <input type="checkbox"/>   |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/>   |

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

<b>Plays</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of a play take place indoors or outdoors or both – please tick</b> (please read guidance note 3)  <b>NOT APPLICABLE</b>	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)		
Mon					
Tue			<b>State any seasonal variations for performing plays</b> (please read guidance note 5)		
Wed					
Thur			<b>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</b> (please read guidance note 6)		
Fri					
Sat					
Sun					

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)		
Mon	10:00	23:00			
Tue	10:00	23:00			
Wed	10:00	23:00			
Thur	10:00	23:00			
Fri	10:00	23:00			
Sat	10:00	23:00			
Sun	10:00	23:00			
			<b>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</b> (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 <b>DEV RAJ RAUT</b>	
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).

**NOT APPLICABLE**

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<b>State any seasonal variations</b> (please read guidance note 5)
Day	Start	Finish	
Mon	07:00	00:00	<b>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</b> (please read guidance note 6)
Tue	07:00	00:00	
Wed	07:00	00:00	
Thur	07:00	00:00	
Fri	07:00	00:00	
Sat	07:00	00:00	
Sun	08:00	00:00	

**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)

**CCTV WILL BE INSTALED WITH 31 DAYS DATA. STAFF TRAINING REGARDING THE FOUR LICENSE OBJECTIVES, UNDER 25 CHALLENGES, SIGNAGE LIKE NO PROOF NO SALE, RESPECT OUR NEIGHBOURS, REFUSAL BOOK, STAFF TRAINING RECORDS. DRUNK OR VIOLENT CUSTOMERS WILL NOT BE ALLOWED PURCHASE ALCOHOL IN OUR BUSINESS. WE WILL PARTICIPATE IN PUB WATCH MEETINGS OR OTHER SIMILAR ASSOCIATIONS. NO IRRESPONSIBLE PROMOTIONS. NO SALE OF ALCOHOL MINIATURES. SPIRITS WILL BE DISPLAYED BEHIND THE COUNTER. NO SALE OF BEERS OR CIDER. ONLY WINE AND SPIRITS**

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

**CCTV WITH DATA FOR 31 DAYS. THE BUSINESS WILL HAVE ALWAYS A STAFF MEMBER THAT IS FAMILIAR WITH THE CCTV OPERATION. DPS AND PREMISES LICENSE HOLDER WILL PARTICIPATE IN PUB WATCH AND SIMILAR ASSOCIATIONS. OUR BUSINESS WILL NOT ENGAGE WITH IRRESPONSIBLE SALE OF ALCOHOL PROMOTIONS.**

c) **Public safety**

**CCTV WITH DATA FOR 31 DAYS WILL BE INSTALLED. WE WILL PARTICIPATE IN PUB WATCH MEETINGS AND WITH LOCAL NEIGHBOURS ASSOCIATION. ALCOHOL TO BE STORED IN A COOL DRY PLACE AND AWAY OF ANY HEAT SOURCE. NO IRRESPONSIBLE PROMOTIONS. WE WILL IMPLEMENT ANY RECOMMENDATIONS GIVEN BY THE POLICE AND OTHER AUTHORITIES**

d) **The prevention of public nuisance**

**DELIVERIES DONE BY OUR SUPPLIERS WILL TAKE PLACE WITHIN THE RECOMMENDED TIMES BY THE AUTHORITIES. RUBISH BIN COLLECTION WILL TAKE PLACE WITHIN THE RECOMMENDED HOUR BY THE AUTHORITIES. STAFF MEMBER TO CLEAN ANY RUBISH OR LITTERING IN FRONT OUR PREMISES DURING THE DAY ON A REGULAR BASIS. SIGNAGE WILL BE IN PLACE. STAFF TRAINING.**

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

**STAFF WILL BE TRAINED REGARDING THE PROTECTION OF CHILDREN FROM HARM. OUR BUSINESS WILL HAVE A UNDER 25 CHALLENGE POLICY. NO PROOF, NO SALE. SIGNAGE AND POSTERS WILL GO UP. STAFF TRAINING RECORDS. REFUSAL BOOK. REFRESHER TRAINING EVERY 6 MONTHS TO ALL STAFF**

**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.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>• [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).</li> <li>• 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</li> </ul>
--------------------	---

	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	Manuel Rocha
Date	15/03/2021
Capacity	AGENT

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

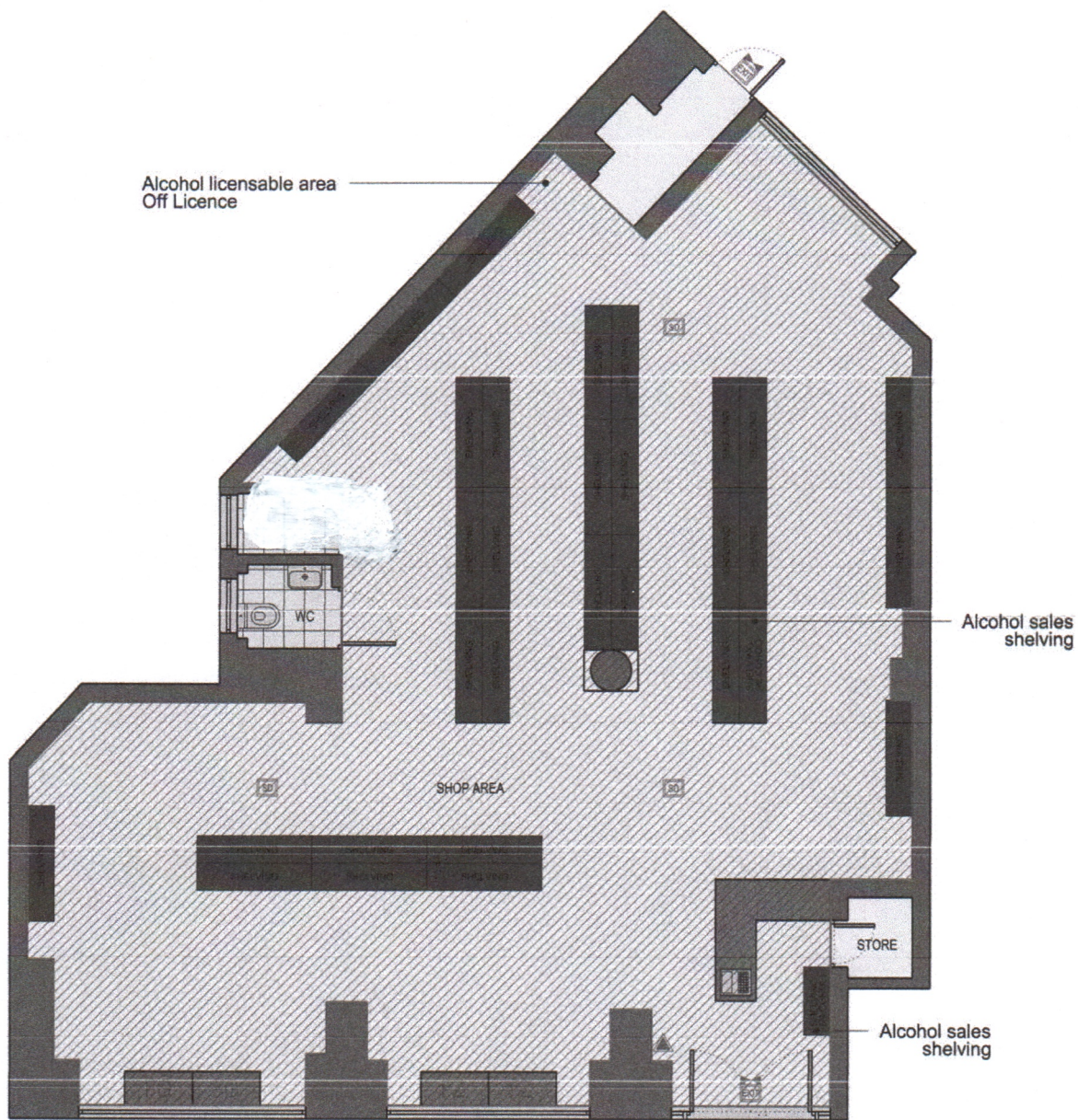
Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
<b>MANUEL ROCHA</b>			
[REDACTED]			
[REDACTED]			
Post town	<b>LONDON</b>	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 consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
  - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
  - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
  - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.

- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and



Ground Floor Plan

 APPLICATION AREA	 1 Hour fire compartment	 Emergency light & exit sign	 Smoke detector	FF Fridge freezer	GR Grill
 All fire doors to be 30/30 with self closers and intumescent strips	 Fire blanket	 Emergency lighting	 Gas interlock System	FG Fridge	FY Fryer
	 9 Litre water fire extinguisher	 Primary escape route	 Fire Alarm Control Panel	FZ Freezer	FD Fridge Display
	 5kg C02 Extinguisher	 Secondary escape route	 ((+)) Central alarm	OV Oven	CK Cooker
	 Fire door locked (5mm letters)	 Heat detector (To BS5839)	 CCTV	 CCTV	TO Toaster

Mini Market  
Alcohol Licence - Off Licence  
**Ground Floor Plan**

Jose Manuel Rocha  
Unit 35 Battersea Business Centre 99-109 Lavender Hill London SW11 6SG  
Tel: +44 (0) 7868 697778 - Email: manuelrocha01@hotmail.com



Applicant

Westfield Food & Wine,  
148-250 High Street, Harlesden,  
London, NW10 4TD

Number  
JR\_78\_001

Scale @ A4 / A2  
1:100 / 1:50

Date  
01/04/21

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: 20852**

**Our ref: 72/21/2965NW**

**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:** 08/04/2021

**Police representations to a New Premises Licence application for “Westfield Food & Wine, 248-250 High Street, Harlesden, London, NW10 4TD”.**

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 public safety and protecting children from harm.

The premises sits on a parade of shops on a busy high street in Harlesden London. The area has a heavy traffic and footfall of pedestrian custom, all within a densely populated residential area. Some parts of Harlesden have become badly affected by crime, disorder and anti-social behaviour (ASB). This has resulted in the London Borough of Brent designating Cumulative Impact Zones under the Statement of Licensing Policy 2020-2025. A **Cumulative Impact** Area is a designated **zone** where evidence has indicated that the number, type or density of licensed premises is impacting adversely on the licensing objectives, namely, crime and disorder, public safety, public nuisance and the protection of children from harm.

Harlesden has a large number of on/off licenses in close proximity and this 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.

There had been a premises licence previously applied for by the same applicant back in October 2020, which both the police and Council licensing team made representations to oppose due to concerns

over the ability of the applicant to properly uphold the licensing objectives. It was found the premises had been selling alcohol without appropriate permissions and had continued to do so even after being warned by the Council not to do so. At the time, the applicant also displayed a very limited appreciation and understanding of licensing responsibilities. The reasons given for these unlicensed sales were that the applicant believed the Blue Notice was the licence. However, as the council had already explained the difference between a premises licence and the Blue Notice, the police later found the premises to still be displaying and selling alcohol. Worse still, given the applicants claims that he thought the premises were licensed, he was in contravention of the very conditions that they were proposing in the application. This encounter highlighted and validated the reasons why the CIZ policy was created: to deal with new off licence applications that are woefully short of a required standard in a challenging area.

The applicant decided to withdraw that application rather than argue the merits of his case at a hearing. The latest application has some differences to the last in an attempt to deal with concerns over issuing a new premises licence. The applicant has stated they will not sell beer, cider or miniatures of spirits. Alcohol sales will focus on wines and spirits. Many of the street drinking issues that fuel crime, disorder and public nuisance revolve around the sale of spirit miniatures, beer and cider. If the no-sale of beer, cider etc. is included as a condition on the licence, then it would alleviate some of police licensing concerns. The application also states the sales of alcohol will be restricted to the hours of 1000am until 2300hrs. With these changes, Police licensing would consider the application being granted, if certain strict conditions were put in place and adhered too.

Some of the suggested police conditions below speak for themselves and fit what the applicant has suggested is included on the licence. I would take this opportunity to explain the rationale behind a couple of other conditions that Police would like including, namely condition 7 & 8.

7: Having lockable screens (with option of signage to explain alcohol licence hours) will avoid unnecessary hassle for staff and customer alike debating or arguing over whether or not they can sell out of hours. It draws a clear line in the sand and many customers will approve of the efforts shown to show control and restraint over sales of alcohol.

8: Having labelled product will help us to identify and monitor the alcohol sales and its possible consumption in the area, for example, in the event of seeing customers who are street drinking from alcohol sold from the shop, so any issues can be addressed.

***I would also stress to the applicant and their representative the importance of the manager and DPS being fully conversant with their responsibilities towards the licensing objectives and to avoid some of the previous issues experienced when Police and Council Licensing officers visited in October 2020.***

***If the following conditions were included on the licence in full, I would withdraw representations.***

- 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) A sign stating “No proof of age – No sale” shall be displayed at the point of sale.
- 3) A “Challenge 25” policy shall be adopted and adhered to. Acceptable forms of identification shall be a passport, a photo driving licence and a PASS accredited identification card.
- 4) No beers, lagers, and ciders shall be stocked or sold.
- 5) An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
  - (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 or searching equipment or scanning equipment
  - (g) any refusal of the sale of alcohol

- (h) any visit by a relevant authority or emergency service.
- 6) 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.
  - 7) 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.
  - 8) All alcohol products displayed in store will be marked to identify the product is from the premises.
  - 9) In the event that a member of staff suspects that a person attempting to purchase alcohol is a street drinker or a person attempting to purchase alcohol on behalf of a street drinker (proxy purchasing) they will immediately call the senior staff member (if they are not already serving) and appropriate enquiries will be made to determine whether the sale can be made.
  - 10) No miniature bottles of spirits smaller than 35cl. shall be displayed and/or sold.
  - 11) Any staff directly involved in selling alcohol for retail to consumers and managers shall undergo basic training of Licensing Act 2003 legislation. This shall 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.

I look forward to hearing back from the applicant and/or his representative soon.

Yours Sincerely,

**Gary Norton 2965NW**  
**Licensing Constable – Brent Police**

This page is intentionally left blank

**From:** Gary.L.R.Norton@met.police.uk  
**Sent:** 21 April 2021 12:30  
**To:** manuelrocha  
**Cc:** Legister, Linda ; Business Licence  
**Subject:** Westfield Food & Wine Final Representations 08 04 2021

Good afternoon,

A date has now been set for a hearing for the Premises licence application in May 2021.

As I had not heard anything back from you regarding the proposed set of licensing conditions put forward in police representations that I had put forward, I wanted to check if there were any specific issues of concern?

Obviously, I am not party to all representations that may have been made regarding the application and the need for a hearing might be a foregone conclusion.

Yours Sincerely,

Gary Norton

This page is intentionally left blank

**From:** Gary.L.R.Norton@met.police.uk  
**Sent:** 30 April 2021 10:39  
**To:** manuelrocha01@hotmail.com  
**Cc:** Business Licence ; Legister, Linda ; Susana, Figueiredo  
**Subject:** RE: Westfield Food & Wine Final Representations 08 04 2021

Dear All,

As the applicant has agreed to Police conditions for the premises licence, which includes no beers, lagers and cider sales, I withdraw my representations.

If Brent licensing could include the police conditions on the new licence (pending its official approval), that would be greatly appreciated.

Kind Regards,

Gary Norton

Brent Licensing Police

---

**From:** Jose Manuel Rocha  
**Sent:** 30 April 2021 00:15  
**To:** Norton Gary L.R - NW-CU ; Esther, Chan  
**Subject:** Re: Westfield Food & Wine Final Representations 08 04 2021

Dear Mr Gary

Hope you well

My apologies for the delay in replying to your email

I can confirm the Applicant Agree with all your Proposed Conditions

Kind Regards  
Manuel Rocha

This page is intentionally left blank

---

Manuel Rocha  
Unit 35 Battersea Business Center  
99-109 Lavender Hill  
London  
SW11 5QL

13<sup>th</sup> April 2021

Our Ref: 20852

Dear Mr Rocha,

**Licensing Representation to the Initial Application for the Premises Licence at Westfield Food and Wine, 248-250 High Street, NW10 4TD**

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.

### **History**

Westfield Food & Wine Ltd had previously applied for a new premise licence to supply alcohol in October 2020 but withdrew the application based on a number of objections and representations received from various responsible authorities and members of the public. It was made apparent that the director of Westfield Food & Wine Ltd, Mr Omidreza Zaremoayedi demonstrated the inability to promote the licensing objectives in conjunction with supplying alcohol unlawfully during the consultation period.

## **Consultation Visit**

On Thursday 25th March 2021, I conducted a visit in the presence of Mr Omidreza Zaremoayed, director of Westfiled Food & Wine Ltd.

Mr Zaremoayed was able to explain the licensing objectives clearer and expressed his apology for making the mistake of believing that he was permitted to supply alcohol in October as he thought the blue public notice was the premise licence.

Mr Zaremoayed understood that the premise fall in a Cumulative Impact Zone (CIZ) and will not supply beers, ciders and lagers, which are commonly consumed by street drinkers.

Based on Mr Zaremoayed's commitment to limit the premise to supply beers, ciders and lagers alongside to adopting stringent conditions proposed by the Licensing Authority, Mr Zaremoayed should be given the opportunity to supply alcohol.

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. A "Challenge 25" policy shall be adopted and adhered to at all times.
6. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
7. 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.
8. 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.
9. 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.
10. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

11. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.

12. 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.

13. No beers, lagers, and ciders shall be stocked or sold.

14. No miniature bottles of spirits smaller than 35cl. shall be displayed and/or sold.

15. A clear and unobstructed view in to the premises shall be maintained. Signage and/or visual obstructions on the entrance door and any of the windows may be allowed to a maximum height of 1.2 metres from ground level.

16. 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.

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

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

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

20. 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.

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

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client is willing to accept the above conditions.

Yours faithfully



Esther Chan  
Licensing Inspector  
Regulatory Services



**From:** Esther, Chan  
**Sent:** 30 April 2021 08:21  
**To:** Jose Manuel Rocha  
**Cc:** Business Licence ; Legister, Linda  
**Subject:** RE: CONSULT: New Premises - Westfield Food And Wine, 248-250 High Street, NW10 4TD - 20852

Dear Mr Rocha,

Thank you for your email.

The Licensing Authority wish to withdraw our representation and have no further comments.

Kind Regards  
Esther Chan  
Licensing Inspector

---

**From:** Jose Manuel Rocha  
**Sent:** 29 April 2021 22:00  
**To:** Esther, Chan  
**Subject:** Re: CONSULT: New Premises - Westfield Food And Wine, 248-250 High Street, NW10 4TD - 20852

Dear Miss Chan

Hope you well

My apologies for the delay in replying to your email

I can confirm the Applicant Agree with all your Proposed Conditions

Kind Regards  
Manuel Rocha

This page is intentionally left blank

21 April 2021

Hi Licensing

I wish to object to the application 20852

The premises are within the Harlesden CIZ but the applicant makes no reference to this in their submission and therefore seems unaware of the issue or their responsibilities regarding prevention of Crime & Disorder and Public Safety. Off sales of alcohol in a CIZ will increase existing high crime levels and ASB related street drinking. The location is opposite a family pocket park on Furness Rd which would become a convenient drinking hotspot.

The shop has a history of unlicensed sales of alcohol, including the sale of high strength cider - this was during a period when they had specifically said they would not sell high strength cider under an earlier application. This current application promises "NO SALE OF BEERS OR CIDER. ONLY WINE AND SPIRITS" however given their previous behaviour it is difficult to believe this would be adhered to.

By the manager's own admission he was selling alcohol without a licence on the day the Police attended Friday 23 October 2020, committing offences under Sections 135, 137 and 138 of the Licensing Act - as a responsible borough Brent ought to be seeking a prosecution, not issuing a licence, otherwise what kind of message are we sending out?

Since the carriageway in front of the supermarket is marked as No Loading, the business has no reasonable way to restock its shelves without delivery vehicles parking illegally. This will be particularly true for regular restocking of alcohol. Such illegal parking would increase public nuisance in a location that recently suffered a cycling fatality. The business already engages in dangerous illegal parking to stock their fruit and veg stall as pictured below the car was seen at 3:21pm on 3 April 2021 parked against the flow of traffic, metres from the busy junction







However, should Licensing be minded to approve this application, Brent's Minimum Unit Pricing be implemented. The 2020-2025 Statement of Licensing Policy says: "The Licensing Authority would like to encourage all licensed premises to apply a minimum unit price of 70p to all alcoholic products sold at their premises licence".

This page is intentionally left blank

**Additional Photos supplied by Resident Objector**

Photo A. Street Drinking, Four Bottles of Wray & Nephew Overproof Rum ABV 63% vol



Photos B&C 2:40pm 26 October





**From:** Kelcher, Councillor Matt <Cllr.Matt.Kelcher@brent.gov.uk>

**Sent:** 25 March 2021 17:37

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

**Cc:** Chan, Councillor Jumbo <Cllr.Jumbo.Chan@brent.gov.uk>; Hector, Councillor Claudia <Cllr.Claudia.Hector@brent.gov.uk>

**Subject:** New Premises Licence Westfield 248 High Street

Good morning,

As ward councillor I wish to note an objection to the above proposal.

There is already an off licence 50m away on Furness Rd and within the local CIZ there is no further need to widen the availability of off sales alcohol. With the opening of the Welk Inn hotel/hostel directly above the store there will be some concern that Furness Road Pocket Park will become a magnet for street drinking

Beyond that it's noted that the proposed premises are currently listed as Use Class A3 (restaurant) not A1 (shop) and that a planning enforcement notice E/20/0527 has been served (alteration to shopfronts not in accordance to the approved plans and conditions of permission 20/0225). Subsequent to the enforcement notice further planning breaches have occurred including an illegal structure on the pavement. It is also unclear yet if they have sought, or been granted, a street trading licence for their external fruit and veg stall?

Since the carriageway in front of the supermarket is marked as No Loading, the business has no reasonable way to restock its shelves without delivery vehicles parking illegally. This will be particularly true for regular restocking of alcohol.

Finally, I have been involved by an active local residents association that the supermarket is engaged in daily flytipping of their business waste onto the pavement in unmarked domestic black bin bags. This and all the previously mentioned behaviour indicate a business with scant regard for regulations and unlikely to take a responsible attitude to their licensing obligations.

In the event this application goes to the licensing committee and they are minded to approve it, then Minimum Unit Pricing should be a condition.

Best wishes,

Matt

**Cllr Matt Kelcher**  
**Labour Councillor for Kensal Green Ward**  
*Chair, Planning Committee*

This page is intentionally left blank

**From:** Chan, Councillor Jumbo <Cllr.Jumbo.Chan@brent.gov.uk>  
**Sent:** 25 March 2021 18:00  
**To:** Business Licence <business.licence@brent.gov.uk>  
**Cc:** Hector, Councillor Claudia <Cllr.Claudia.Hector@brent.gov.uk>; Kelcher, Councillor Matt <Cllr.Matt.Kelcher@brent.gov.uk>  
**Subject:** Re: New Premises Licence Westfield 248 High Street

Dear Sir/Madam,

I would like to also object to the above proposal for the same reasons as my councillor colleague Cllr Matt Kelcher has detailed.

Thanks,  
Jumbo

**Cllr Jumbo Chan**  
**Labour Councillor for Kensal Green Ward**

---

On 25 Mar 2021, at 17:37, Kelcher, Councillor Matt <[Cllr.Matt.Kelcher@brent.gov.uk](mailto:Cllr.Matt.Kelcher@brent.gov.uk)> wrote:

Good morning,

As ward councillor I wish to note an objection to the above proposal.

There is already an off licence 50m away on Furness Rd and within the local CIZ there is no further need to widen the availability of off sales alcohol. With the opening of the Welk Inn hotel/hostel directly above the store there will be some concern that Furness Road Pocket Park will become a magnet for street drinking

Beyond that it's noted that the proposed premises are currently listed as Use Class A3 (restaurant) not A1 (shop) and that a planning enforcement notice E/20/0527 has been served (alteration to shopfronts not in accordance to the approved plans and conditions of permission 20/0225). Subsequent to the enforcement notice further planning breaches have occurred including an illegal structure on the pavement. It is also unclear yet if they have sought, or been granted, a street trading licence for their external fruit and veg stall?

Since the carriageway in front of the supermarket is marked as No Loading, the business has no reasonable way to restock its shelves without delivery vehicles parking illegally. This will be particularly true for regular restocking of alcohol.

Finally, I have been involved by an active local residents association that the supermarket is engaged in daily flytipping of their business waste onto the pavement in unmarked domestic black bin bags. This and all the previously mentioned behaviour indicate a business with scant regard for regulations and unlikely to take a responsible attitude to their licensing obligations.

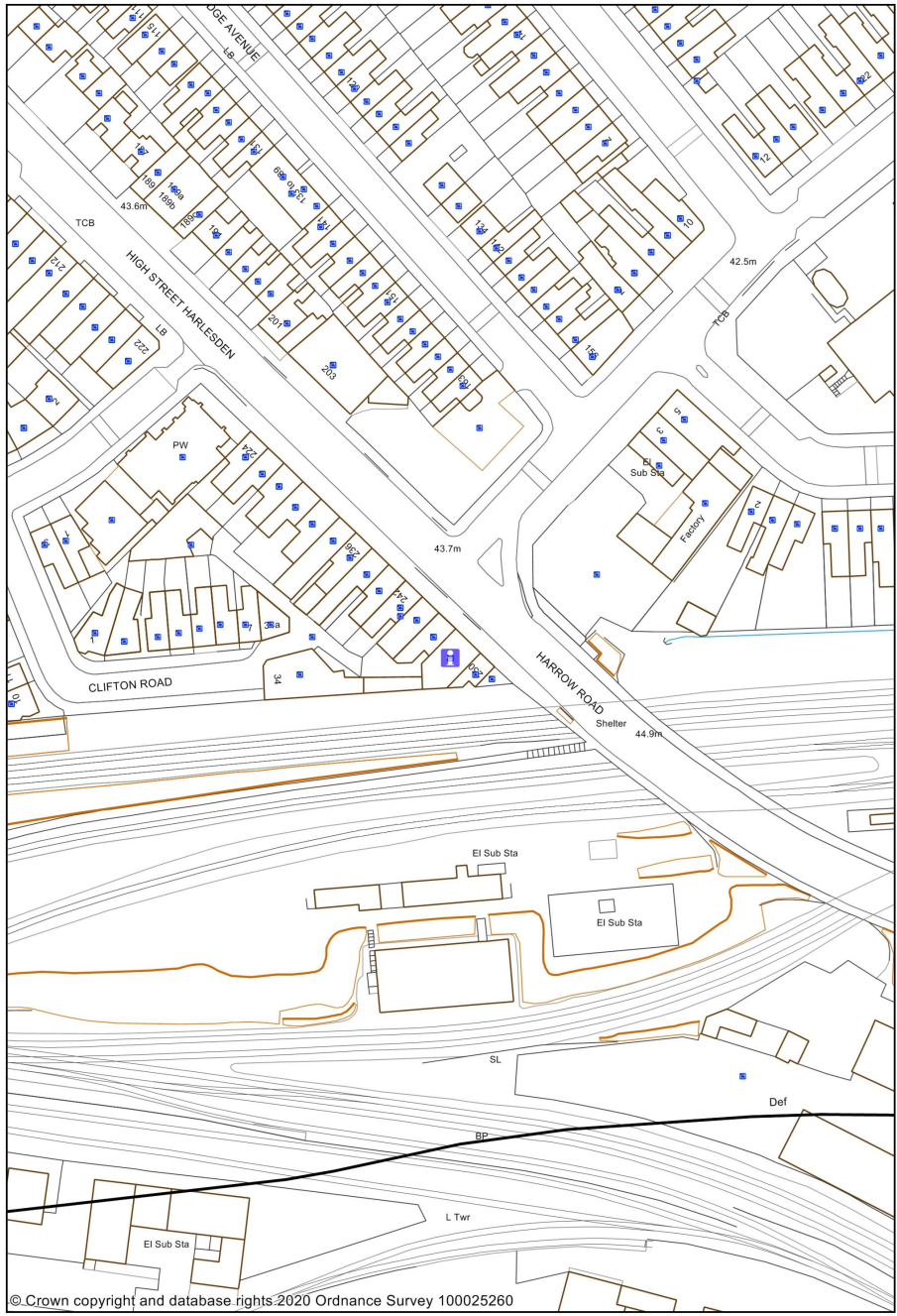
In the event this application goes to the licensing committee and they are minded to approve it, then Minimum Unit Pricing should be a condition.

Best wishes,

Matt

**Cllr Matt Kelcher**  
**Labour Councillor for Kensal Green Ward**  
*Chair, Planning Committee*

Westfield 248-250 High Street NW10



1:1250

0 0.02 0.04 kilometres



This page is intentionally left blank