



## Alcohol and Entertainment Licensing Sub-Committee

**Tuesday 15 February 2022 at 2.00 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)  
Hector  
Hylton

#### Substitute Members

Councillors:

Ahmed, Chohan, Grahl, Long, McLeish, Maurice,  
Shahzad

**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 by Swift Stores Ltd for the premises known as Swift Stores Ltd, 19A High Road, (Central Square), Wembley, HA9 7AF, pursuant to the provisions of the Licensing Act 2003</b>	1 - 72

**Date of the next meeting:            Date Not Specified**



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:	Swift Stores Ltd
Name & Address of Premises:	Swift Stores Ltd, 19A High Road, (Central Square), Wembley, HA9 7AF
Applicants Agent:	Piers Warne - TLTsolicitors

The application is for a new premises licence:

- 1 For the sale of alcohol and to remain open from 07:00hrs to 23:00hrs Monday to Sunday.

#### 2. Background

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

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

This application falls within a Cumulative Impact Zone.

#### 3. Promotion of the Licensing Objectives

See page 2 of the application.

#### 4. Relevant Representations

Representation has been received from the Ward Councillor.

#### 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. Cllr Shah Rep
- C. OS Map

**Part 1 – Premises Details**

Postal address of premises, or if none, ordinance survey map reference or description

**Swift Stores Limited**  
**Street Record, Central Square, Wembley, Brent**

Telephone Number at premises (if any):

Non domestic rateable value:

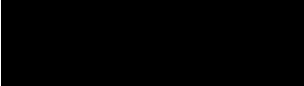
**Part 2 – Applicant Details**

Proposed Licence Holder:

Swift Stores Limited

Swift Stores Limited

Swift Stores Limited Second Avenue, Deeside Industrial Park, Deeside, Flintshire, CH5 2NW



Swift Stores Limited

Swift Stores Limited Second Avenue, Deeside Industrial Park, Deeside, Flintshire, CH5  
2NW

**Part 3 – Operating Schedule**

When do you want the premises licence to start? 27-01-2022

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

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

Please give a general description of the premises: A Swift Convenience Store. The proposed unit at Wembley Central is a significant re-development of a vacant unit, both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part -time positions, thereby offering opportunities to a broad range of Wembley residents to find a position that suits their lifestyle.

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

Section J: Sale of alcohol: Off the premises

The times the licence authorises the carrying out of licensable activities:

<b>Section J: Sale or Supply of Alcohol: Off the premises</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	07:00	23:00
Tuesday	07:00	23:00
Wednesday	07:00	23:00
Thursday	07:00	23:00
Friday	07:00	23:00
Saturday	07:00	23:00
Sunday	07:00	23:00

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

Robert Hayes

Date of birth:

[REDACTED]

Licence Number:

[REDACTED]

Issuing authority:

[REDACTED]

**Concerns in respect of Children:** N/A

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	07:00	23:00
Tuesday	07:00	23:00
Wednesday	07:00	23:00
Thursday	07:00	23:00
Friday	07:00	23:00
Saturday	23:00	07:00
Sunday	07:00	23:00

**a) General – all four licensing objectives (b, c, d, e):** General 1. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time 2. Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment. 3. Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.

**b) The prevention of crime and disorder:** Access and Egress 5. All means of access and egress to/from the store will remain visible, unobstructed and well maintained. The means of escape will be checked regularly to ensure that it remains unblocked and unobstructed. 6. Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency. CCTV 7. The premises shall install and maintain a comprehensive CCTV system that complies with the following conditions: (a) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. (b) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. (c) All recordings shall be stored for a minimum period of 31 days with date and time stamping. (d) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period. 8. Notices shall be prominently displayed advising customers that CCTV is in operation. Alcohol display areas 9. There shall be no more than 10% of the shop floor area given over to the display of alcohol. 10. Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times. 11. No super-strength beer, lagers or ciders of 6% ABV (alcohol by volume) or above shall be sold at the premises except for premium u2018craftu2019 beers, lagers or ciders. 12. All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises. 13. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises. 14. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.



**c) Public safety:** Please see b., in addition, Alcohol display areas 9. There shall be no more than 10% of the shop floor area given over to the display of alcohol. 10. Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times. 11. No super-strength beer, lagers or ciders of 6% ABV (alcohol by volume) or above shall be sold at the premises except for premium craft beer, lagers or ciders. 12. All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises. 13. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises. 14. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff. Incident Log 19. An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises. 20. If the record is in written form, then it should be documented in a bound book similar to an A4 day by day diary and marked refusals. 21. The book/register shall contain: a) all crimes relating to the premises b) all ejections of persons c) any complaints received d) any incidents of disorder e) any faults in the CCTV system g) any visit by a relevant authority or emergency service 22. The register shall be made available for inspection to an authorised officer of the Council or the Police upon request. 23. The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring. Refusals Log 24. A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include: (a) the date and time of the refused sale and the name of the member of staff who refused the sale (b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open. Working with Metropolitan Police in relation to events at Wembley Stadium Conditions to apply at the time of large scale events being held at Wembley stadium, where Police intelligence indicates such measures are necessary. 28. A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request. 29. The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises 30. The DPS shall work in partnership with the Police and comply with any direction given by the most senior Police Officer on duty at the event. No alcohol or 'alcopop' type drinks shall be displayed or sold in glass containers with the exception of wines and spirits No more than 4 cans of alcohol shall be sold per customer Customers shall not be allowed to congregate outside the premises 31. All spirits and other high value alcoholic products (over £325 in value) will be sold from behind a kiosk where it is inaccessible to customers. (note this will be the case irrespective of events held at the stadium)

**d) The prevention of public nuisance:** Deliveries 32. The Licence Holder will ensure that third parties responsible for

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deliveries, collections, unloading, loading shall be notified that such activities shall only be made between hours permitted by appropriate planning permission granted in respect of the premises. 33. A policy regulating deliveries to customers from the premises will be devised and implemented, taking into account parking and other restrictions in place and ensuring that as far as practicable such deliveries do not cause a public nuisance 34. The Licence Holder will ensure that deliveries of alcohol made by third parties shall require: A standard age verification check shall be undertaken on entering the website?. A signature at the point of delivery should be obtained. No delivery shall be left without a signature. Alcohol shall only be delivered to a residential or business address and not to a public place. Every third-party courier delivery box shall be labelled with the words 'Age Restricted Product'. Any delivery driver or third-party courier will be required to have appropriate age verification training, particularly they will be required to have training on refusal of supply where age verification is not provided. A refusals log will be maintained for deliveries and be available to the Council on request. A log of all deliveries shall be maintained and be available to the Council on request. Noise 1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties. 2. In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence. 3. The premises shall have a delivery plan in which it shall operate a documented no idling policy for delivery vehicles delivering from the premises. Where internal combustion engine vehicles are used for deliveries, the licence holder shall ensure that drivers do not park or loiter in a way that is inconsistent with the delivery plan agreed with the Licensing Authority. 4. The policy will make reference to how the premises licence holder will move away from deliveries requiring internal combustion where possible and towards clean energy or similar delivery methods. The policy will be revisited and updated periodically as required to ensure it takes into account any changes relevant to it.

**e) The protection of children from harm:** Age Verification 15. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram, or any government sanctioned ID where that form of ID has been specifically authorised for use in alcohol sales. 16. Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age. 18. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale. Training 25. The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately. 26. Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority. 27. This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request

***swift***



# Unit 19A

SHOP TO LET



Wembley  
Central



19a Wembley Central, HA9 7AF

**Who Are We?** Launched in March 2021, Swift is a new convenience supermarket concept from the Iceland Foods group of companies.



# Iceland

Iceland Foods is a unique British food retailer. Launched with one shop in 1970 in Shropshire, it now trades over 1000 stores throughout the UK, - including 3 stores currently trading in the borough of Brent.

Iceland currently employs 27,000 people across the U.K. with 100 of those in Brent.

The Iceland brand has grown and evolved as our customer's needs have changed through the decades focused predominantly on the traditional "high street" Iceland offer.

In September 2014 Iceland opened the first Food Warehouse. Food Warehouse stores are more than double the size of a typical Iceland high street store offering a substantial range of fresh products, extended ranges of luxury and speciality frozen food, and chilled meat, dairy, alongside the usual full range of frozen products. The concept suits larger out of town retail parks with customers driving to do large weekly or bi-monthly shops. Today, the Food Warehouse successfully trades from 150 units throughout the United Kingdom.

In March 2021, Iceland converted an existing high street store located in Four Lane Ends, Newcastle upon Tyne into the first Swift convenience store in the UK. Operating independently as Swift Stores Limited under the brand 'Swift' this new concept has proven to be a success within the local community. As a result Swift Stores Limited are seeking to make the site at Wembley Central the second store in the portfolio, with plans for a further 10-12 sites in London in 2022/23.

The proposed unit at Wembley Central is a significant development both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part-time positions, thereby offering opportunities to a broad range of Brent residents to find a position that suits their lifestyle.

*What do we offer? Fast.Fresh.Local.*



<https://sway.office.com/pFXhLbjzZKH53uZH#content=Tj5W2KGalajV3b>

*1 - Introduction to Swift from Managing Director, Richard Walker.*



## Why Swift? Our Customer Offer



*"Through innovative design, including the use of energy efficient vertical refrigeration on every wall, Swift allows for a bigger and*



*better shopping experience with thousands of lines stocked"* Matt Downes (Head of Format Development, Iceland Group).



1. Benefits to our customers shall include:
  - Enhanced choice of healthy and fresh produce.
  - A substantial frozen food offering, something which many competitors are unable to offer.
  - A range of 'fridgeable'<sup>1</sup> lines. This not only improves food affordability for households with lower incomes, but helps to reduce food waste too.
  - A Food2Go range of sandwiches, potato snacks, pasta dishes and chilled beverages allowing customers to eat on the go, fitting in with the very busy lifestyle that many of our customers lead.
  - Fresh coffee from the in-store Costa<sup>2</sup> express machine.

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<sup>1</sup><https://sustainability.iceland.co.uk/news/fridgeables/>

<sup>2</sup><https://www.costa.co.uk/>

- Product exclusives from leading brands such as TGI Fridays<sup>3</sup>, Greggs<sup>4</sup> and Barratts<sup>5</sup>.
- A range of alcoholic and non-alcoholic drinks.
- A range of non-perishable products expected of a convenience offer.
- A delivery service fulfilled through our third party delivery specialist partner Uber Eats<sup>6</sup>.



## Online Grocery and Convenience

<sup>3</sup><https://www.tgifridays.co.uk/>

<sup>4</sup><https://www.greggs.co.uk/>

<sup>5</sup><https://valeoconfectionery.com/barratt>

<sup>6</sup>[https://www.ubereats.com/gb/feed?ad\\_id=549031162726&campaign\\_id=10511968937&gclid=CjwKCAjwh5qLBhALEiwAioods4HLskLTU91N3IVICEzWG6gLS6CIAIzY1S1e\\_239PM\\_t\\_PM\\_U\\_GjRoCh78QAvD\\_BwE&gclsrc=aw.ds&kw=uber\\_eats&kwid=kwd-125079392186&pl=JTdCJTlyYWRkcmVzcyUyMiUzQSUyMkNiMiUyMDFVSVUyMiUyQyUyMnJlZmVyZW5jZSUyMiUzQSUyMkNoSUpkU0dzX0huZGVrZ1JyMwMkNzB4YVhxcyUyMiUyQyUyMnJlZmVyZW5jZVR5cGULMjllM0ElMjJnb29nbGVfcGxhY2VzJTlyJTJDJTlybGF0aXR1ZGULMjllM0E1My4yMjE1MzQ1JTJDJTlybG9uZ2l0dWRlJTlyJTl0dG00DA2MiU3RA%3D%3D&placement=&utm\\_campaign=CM2040509-search-google-brand\\_184\\_-99\\_GB-National\\_e\\_web\\_acq\\_cpc\\_en\\_Generics\\_Exact\\_uber\\_eats\\_kwd-125079392186\\_549031162726\\_109503165288\\_e\\_c&utm\\_source=AdWords\\_Brand](https://www.ubereats.com/gb/feed?ad_id=549031162726&campaign_id=10511968937&gclid=CjwKCAjwh5qLBhALEiwAioods4HLskLTU91N3IVICEzWG6gLS6CIAIzY1S1e_239PM_t_PM_U_GjRoCh78QAvD_BwE&gclsrc=aw.ds&kw=uber_eats&kwid=kwd-125079392186&pl=JTdCJTlyYWRkcmVzcyUyMiUzQSUyMkNiMiUyMDFVSVUyMiUyQyUyMnJlZmVyZW5jZSUyMiUzQSUyMkNoSUpkU0dzX0huZGVrZ1JyMwMkNzB4YVhxcyUyMiUyQyUyMnJlZmVyZW5jZVR5cGULMjllM0ElMjJnb29nbGVfcGxhY2VzJTlyJTJDJTlybGF0aXR1ZGULMjllM0E1My4yMjE1MzQ1JTJDJTlybG9uZ2l0dWRlJTlyJTl0dG00DA2MiU3RA%3D%3D&placement=&utm_campaign=CM2040509-search-google-brand_184_-99_GB-National_e_web_acq_cpc_en_Generics_Exact_uber_eats_kwd-125079392186_549031162726_109503165288_e_c&utm_source=AdWords_Brand)

- Data published by Kantar in February 2021 shows that online grocery sales had a market share of c.15%
- Following the onset of the global Covid\_19 pandemic, convenience retailers had to adapt quickly to be able to continue to serve their communities and in particular those persons classed as vulnerable or extremely vulnerable.
- During the first national lockdown of 2020 there were over 600,000 online deliveries made to customers by convenience stores and it can now be argued that for some customers 'true convenience' means not having to leave your home at all!
- Swift Stores Limited shall be partnering with third party delivery specialist Uber Eats to provide an online grocery market place for our convenience stores throughout the United Kingdom.
- Online market places provided by Uber Eats and other such companies are to become the 'norm' and it is something that Swift see as a necessary customer offering to provide our customers with the full convenience operating model of the future.

#### **How does it work?**

1. Customer creates an account with Uber Eats.
2. Uber Eats platform accessed either online via the Uber Eats website or through the use of a mobile application (app).
3. Using the delivery post code the app/website provides a list of all available services within the delivery radius of the customer.
4. Order placed and customer is charged for the cost of the goods as shown on screen as well as service/delivery fee which is calculated at the checkout and varies on basket size and distance to customer address.
5. Deliveries can be as quick as 10 minutes but on average take 30 minutes to reach the customer.

#### **What about alcohol?**

- As mentioned earlier in this presentation the customer offer of alcohol whilst ancillary forms a vital component in respect of commercial viability. Put simply, a customer who is looking for a complete grocery offering will quickly move on to another retailer where it is clear they cannot obtain a complete shop from that retailer.
- This approach transposes across to the online grocery market place and it is Swift's intention to offer the full range of goods and services available in store (with the exception of the national lottery).
- The drafting of our commercial agreement places obligations on Uber Eats to ensure that their delivery drivers are following our Challenge 25 Serve 18 policies in respect of the delivery of alcohol and other age restricted products for that matter. This process includes what forms of identification are acceptable to prove proof of age. For further information, please refer to our application.

## Enhanced frozen offer



## Frozen Meat & Fish





















Herbs, Pulses & Vegetables

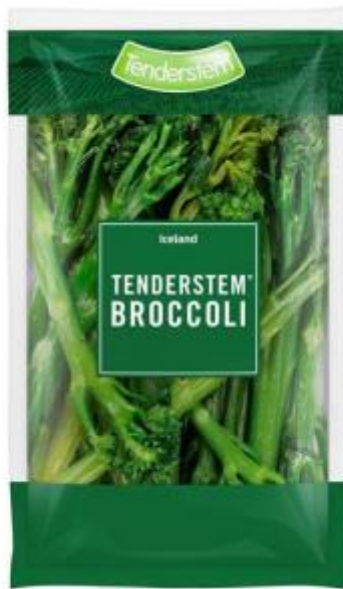












Berries & Fruits







Vegan







Product Exclusives



**Ed's**  
*Easy Diner*

**NEW**

**3 PANCAKES  
WITH  
BACON  
& MAPLE SYRUP**

**1:20  
MINS**

exclusive to  
**Iceland** | The Food  
Marketplace  
Shop online [iceland.co.uk](http://iceland.co.uk)

This advertisement features a stack of three pancakes topped with bacon and maple syrup. The background is split into red and purple. A microwave icon indicates a 1:20 minute cooking time. A 'NEW' badge is in the top right corner. The Iceland logo and website are in the bottom right.

**GREGGS**

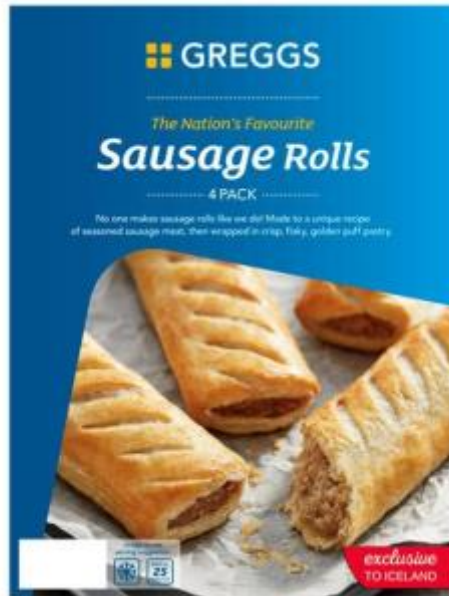
**Vegetable Bakes**  
2 PACK

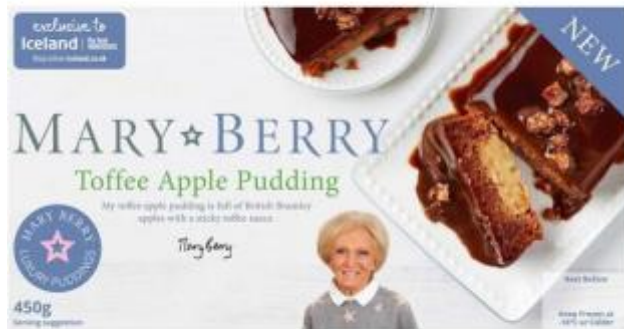
A delicious mix of potato, carrot, onion, peas, green beans, broccoli and mushrooms with herbs, cheese & 100% chicken, all wrapped up in our flaky golden puff pastry.

exclusive  
TO ICELAND

This advertisement shows two vegetable bakes on a piece of parchment paper. A green banner at the top contains the Greggs logo and product name. A small text box describes the ingredients. The Iceland logo is in the bottom right corner.







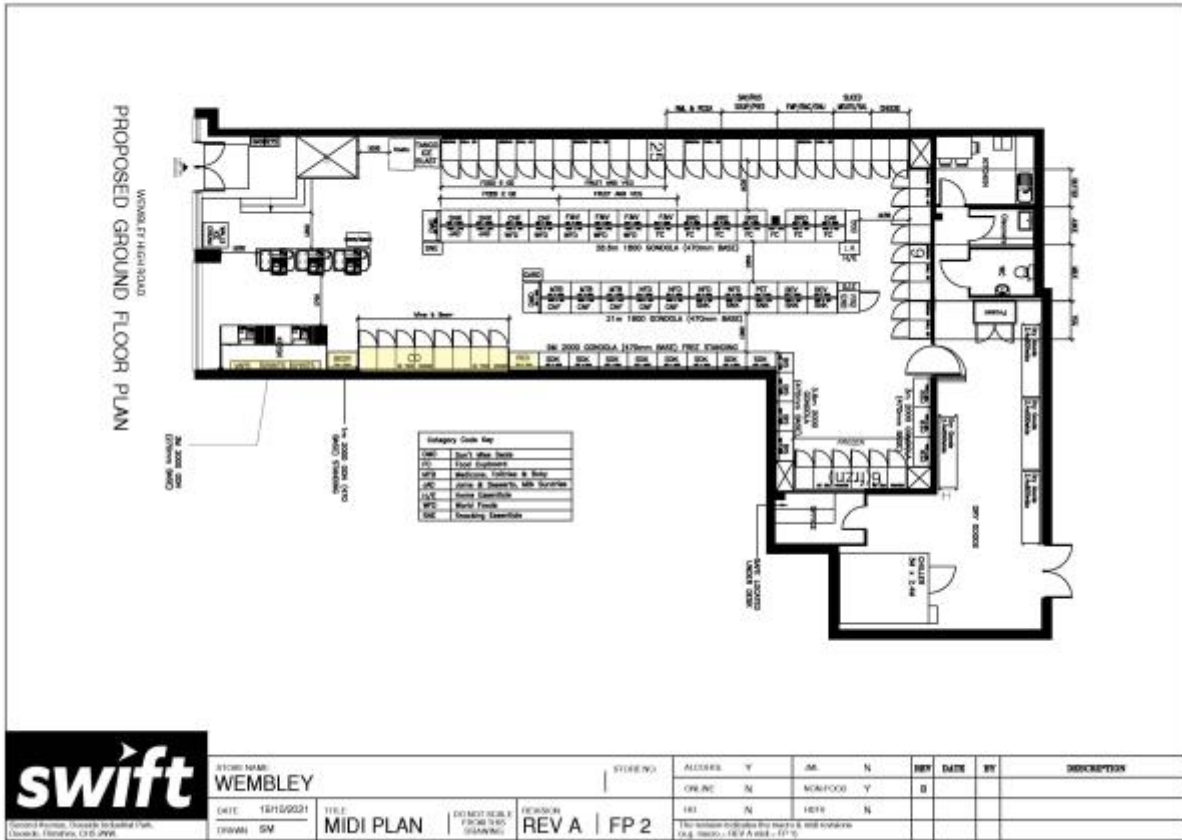






Proposed Location of alcohol





2 - As can be seen from the proposed store layout:

- alcohol shall be situated near to the checkouts, in the direct line of site of cashiers, allowing for constant monitoring.
- Tobacco and Spirits are located behind the kiosk, customers are required to physically ask for these items.
- Both of these measures make the products less attractive to minors and substantially reduces the chance of them being stolen.

## Why do we need sell alcohol?



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*Whilst alcohol is very much ancillary to the Swift offering with less than 10% of total public space given over to alcoholic products and only 3.5 % of total items sold in store being alcoholic it is nevertheless vital to the financial viability of the store.*

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- *5 = The average number of total items (alcohol or otherwise) purchased per transaction.*
    - *On average, 8% of our customers purchase alcohol a part of their basket.*
      - *17% of sales by value are alcohol.*
  - *On average, less than 3% of customers purchase alcohol without any other product*
  - *£14 = Average spend of customers who purchase alcohol alongside other products*
    - *Average spend on alcohol: £8.50*
-



## Beer & Cider

Product Name	Product Name
Newcastle 550M Brown Ale	Budweiser 12pk Budweiser
Guinness 4pk Draught	Corona 4pk Corona Beer
Holsten Pils 4pk Holsten Pils	Fosters 18pk Fosters
Fosters 4pk Fosters Lager	Strongbow 4pk Dark Fruits Cider
Kronenbourg 166 4x44 Lager	Budweiser 20pk Budweiser
Bishops Finger 500m Premium Bottled Ale	Strongbow 10pk Dark Fruits Strongbow
Batemans 500m Triple Xb Nrb	Thatchers 4pk Gold Cider
Wychwood Brwery 500m Ruby Hobgoblin	Thatchers 4pk Haze Cider
Spitfire 500m Premium Bottled Ale	Carling 10pk Carling
Tetley 4pk Smooth Flow	Amstel 12pk Bottle Beer
Wells 500m Waggle Dance Honey Beer	Carling 18pk Carling
Blackthorn 3ltr Cider	Carlsberg 18pk Carlsberg
Carlsberg . 4pk Pint Lager	Bulmers 500m Crshd Red Berri & Lime
Carling 4x44 Carling	Frosty Jacks 2.5l Original Apple Cider
John Smiths 4x44 Extra Smooth Bitter	Cobra 12pk World Beer
Skol 4pk Skol Lager	Heineken 4pk 0.0% Heineken
San Miguel 4pk San Miguel Lager	Westons Cider 500m Vintage Cider
Carlsberg 4x56 Pint Export	Sol 12x3 Beer
Magners 568m Original Cider	Birra Moretti 4x33 Premium Lager
Sharps 500m Doom Bar Amber Ale	Heineken 4x33 Lager
Magners 4x56 Original Cider	Strongbow 4x4 Original Cider
Old Speckled He 500m Premium Bottled Ale	Strongbow 18x4 Original Cider
San Miguel 12x3 Premium Lage	Birra Moretti 12x3 Premium Beer
San Miguel 660m Bottle San Miguel	Heineken 12x3 Bottled Lager
Peroni 620 Peroni Lager Beer	Brewdog 4 Pk Punk Ipa
Desperados 650m Desperados Beer	Peroni 4pk Peroni
Staropramen 660m Staropramen Beer	Budweiser 660m Budweiser
Old Speckled He 4pk Can Ale	Estrella 660m Estrella Dam
Heineken 650m Lager	Bulmers 500m Original Cider
Birra Moretti 660m Premium Lager	Brains 500m Sa Gold Ale
Desperados 3pk Desperados Lager	Peroni 4 Pk Lager Beer
Scrumpy Jack 4pk English Cider	Kronenbourg 660m Lager Beer
Kopparberg 10pk Strawberry & Lime Cider	Stella Artois 660m 4.8% Stella
Kopparberg 4pk Mixed Fruit Cider	Budweiser 12pk Budvar
Kopparberg 4pk Strawberry & Lime Cider	Stella Artois 4.6% Lager Beer
Coors 15pk Light Beer	Stella Artois 4x33 4.6% Lager
Corona 10pk Corona Beer	Stella Artois 10*4 Lager
Brewdog 330m Punk Ipa	Bavaria 500m Beer
Kopparberg 500m Strawberry & Lime Cider	Becks 6pk Beer
Kopparberg 500m Mixed Fruit Cider	Bavaria 4pk 4.3% Beer
Bombardier 500m English Ale	Batemans 500m Victory Ale
Hardy's Stamp 187m Semillon Chardonnay	Budweiser 4pk Budweiser
Budweiser 4.5% Abv 4pk Budweiser	



<b>Red Wine</b>
<b>Product Name</b>
Hardy's 75cl Stamp Shiraz Cab
Gallo 75cl Merlot
Echo Falls 75cl Merlot
Wolf Bass 75cl Yellow Label Cabernet Sav
Kumala . Cape Red
Straw Hat 75cl Red
Vias Tintas 75cl Gran Reserva
Trivento 75cl Malbec Reserve
Casillero Di Db 75cl Cabernet Sauvignon
Barefoot 75cl Merlot
Blossom Hill 75cl Soft & Fruity Red Wine
Hardy's Stamp 187m Cabernet Shiraz
Campo Viejo 75cl Tempranillo Rioja
Duc De Montgera 75cl Cotes Du Rho
Rabo De Gala 750m Rabo De Gala
Ribshack 750m Red
Apothic 75cl Red
Most Wanted 75cl Shiraz
Torre Scalza 75cl Chianti
Barefoot 750m Shiraz
Beringer 750m Cabernet Sauvignon
Hardys Vr 75cl Merlot
Barefoot 75cl Malbec
Valerie Classic 75cl Merlot
Marques Del Bra 750m Tempranillo Bobal
Elands Bay 75cl Pinotage
19 Crimes 75cl Red Wine
. 75cl Mendoza Malbec
Prime Cuts 75cl Red Blend Red Wine
Most Wanted 75cl Merlot

## Rose/White Wine

Product Name	Product Name
E & J Gallo 75cl White Grenache	Hardy's Stamp 187m Semillon Chardonnay
Hardy's 75cl Stamp Chard/semil	Romeo 750m Sauvignon Bl
E & J Gallo 75cl White Zinfan	Dandelione 750m Prosecco
Black Tower 75cl White	Most Wanted 75cl Chardonnay
Hardys 75cl Vr Chardonnay	Burfield 75cl Chardonnay
Echo Falls 75cl White Zinfandel	The Ned 75cl Sauvignon Blanc
Brancott Estate 75cl Sauvignon Blanc	Dandelione 750m Spumante Rose
Echo Falls 75cl White Wine	Errazuriz 75cl Estate Series Chardonnay
Wolf Blass 75cl Chardonnay	Louis Jadot 75cl Blanc Macon Villag
Echo Falls 75cl Pinot Grigio	Errazuriz 75cl Estate Series Sauvignon Bl
Echo Falls 75cl Rose Wine	Italian 75cl Pinot Grigio
Kumala . Cape White	Blossom Hill 750m Grenache Rose
Hardy's Crest 75cl Chardonnay Sauvignon Bl	Lindemans 750m Bln 65 Chardonnay
Isla Negra 75cl Seashore Sauvignon Bl	Jacob's Creek 750m Chardonnay
Straw Hat 75cl White	Casillero Di Db 75cl & Chardonnay
Straw Hat 75cl Rose	Oxford Landing 75cl Sauvignon Blanc
Hardy's Stamp 75cl Shiraz Rose	Maison Dela Rou 75cl Cremant De Bord Brut
Nottage Hill 75cl Chardonnay	Valerie Classic 75cl Pays D'oc Sauvignon Bl
Torres 75cl Vina Sol White Wine	T Weather Dial 75cl Sauvignon Blanc
Casillero 75cl Sauvignon Blanc	Ha De Da 75cl Rose
Barefoot 75cl Pinot Grigio	Elands Bay 75cl Chenin Blanc
Barefoot 75cl Pink Moscato	Graham Norton 75cl Sauvignon Bl
Beringer 75cl Chardonnay	Kumala 75cl Chenin Blanc
Beringer 750m Zinfandel Rose	Echo Falls 75cl Fruit Fusions Summer Berry
Mcguigan 75cl Black Label Chardonnay	Most Wanted 75cl Rose Sauvignon Bl
Blossom Hill 75cl White Zinfandel	Villa Cerro 75cl Pinot Grigio
Yellow Tail 75cl Pinot Grigio	Mud House 75cl Sauvignon Bl
Blossom Hill 75cl White Wine	Perleza 75cl Perleza Prosecco Bru
Most Wanted 75cl Albarino	Leyda 75cl Reserva Sauvignon Bl

Spirits	
Product Name	Product Name
Smirnoff 70cl Ice	Jagermeister 70cl Jagermeister
Qc 70cl Fortified British Wine	Glenlivet 70cl Single Malt Whisky
Captain Morgans 70cl Dark Rum	Malibu 70cl Coconut Rum
Smirnoff 70cl Vodka	Absolut Vodka 700m Vodka
Smirnoff 35cl Vodka	Absolut 70cl Raspberri Vodka
Smirnoff 35cl Vodka	Jameson 700m Irish Whiskey
Glens 70cl Vodka	Southerncomfort 70cl Southern Con
Baileys 70cl Original Irish Cream	Gordons 70cl Pink Gin
Gordons 70cl Dry Gin	Echo Falls 700m Summer Berries Vodka
Harveys 75cl Bristol Cream	Sandy Cove 70cl Coconut & Caribbean Rm
Cockburns 75cl Special Reserve Port	Nectars 70cl Peach Schnapps
Jules Clairon 70cl Brandy	Echo Falls 700m Summer Berries Pink Gin
Johnnie Walker 70cl Red Label Whisky	V-ikat 15% Abv 1ltr Dry Schnapps
Disaronno 50cl Amaretto Liqueur	Cointreau 50cl Liqueur
Pimm's 70cl No 1	Glenkeith 70cl Whiskey
Famous Grouse 35cl Whisky	Beefeater 70cl Blood Orange Gin
Bombay Sapphire 70cl Gin	Sierra 50cl Silver Tequila
High 70cl Commissioner Whisky	Russian Standar 70cl Vodka
Jim Beam 70cl Bourbon	Gordons 70cl Orange Gin
Martell 70cl Vs Cognac	Martini 75cl Spiced Rum Fiero
Lams 70cl Navy Rum	Hendrick's 35cl Gin
Old Westminster 1lt Reserve	Famous Grouse 70cl Whisky
Veroni 50cl Amaretto Liqueur	Prince Consort 1lt Scotch Whisk
Captain Morgan 70cl Spiced Gold	Prince Consort 70cl Scotch Whisk
Bell's 70cl Original	Prince Consort 35cl Scotch Whisk
Bacardi 70cl Bacardi	Prince Consort 20cl Scotch Whisk
Jack Daniels 70cl Whiskey	Glendower 70cl Scotch Whisky
Archers 70cl Peach Schnapps	

Pre-mixed drinks
Product Name
Wkd 70cl Blue
Alfie 250m Gin & Tonic
Shuda 250m Woo Woo Frzn Cocktal
Alfie 250m Vodka Lime & Lemon
Jack Daniels 330m Whiskey & Cola
Smirnoff 250m &cranberry Vodka
Malibu 250m And Cola Malibu
Pimm's 250m &lemonade Pimm's
Bacardi 250m Mojito Can
Alfie 250m Pink Gin & Tonic
Barefoot 250m Zinfandal Can
O'jos 250m Rose Spritz Can
Wkd 70cl Dark Fruit
Gordons 250m Gin & Tonic
Gordons 250m Slimline Gin & Tonic
Captain Morgan 250m & Cola
Smirnoff 250m & Cola
Bacardi 250m & Cola
Pimm's 250m & Lemonade
Smirnoff 250m Seltzer Rasp/b&rhub
Barefoot 250m Pinot Grigio
O'jos 250m Spritz Chardonnay
Kopparberg 250m Strawbry & Lime Gin & Tonic
Smirnoff 250m Passionfruit Martini
Captain Morgan 250m Mojito
Shuda 250m Pina Colada Fizz
Wkd 250m Apple Elderflower
Wkd 250m Raspberry Rhubarb

**Why Wembley?** The UK retail market is changing and the future of the high street is evolving. A recent shift in planning policies nationwide has

allowed for an increased number of residential units within built up town and city centre locations.



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*Large cities, attempting to cope with parking and pollution from traffic require amenities that are local, convenient and cost sensitive. Swift seeks to bridge the gap, providing high quality, low cost and healthy options to residents who don't want to get in their car to buy reasonably priced groceries at those larger supermarkets which are often located 'out of town'.*

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### **Proposed Location - Wembley Central**

- **Opportunity** - Our research indicates that there is a clear opportunity for an alternative business model in this location that can provide the local community with a more convenient shopping experience, offering a wider product range whilst at the same time keeping prices competitive so as to provide a better overall value proposition to that of our competitors.





### The Pedestrian Shed (ped shed)

A pedestrian shed<sup>7</sup> can be defined as the area covered by a 5 minute walk before people opt to consider another means of transportation, typically this is an area of 400m.

Competitors within the 400m 'ped shed' of the proposed Swift location in Wembley are as follows:

- Tesco Express (Unit 14, 15 Central Square, Wembley, HA9 7AJ)
- Tesco Express (492-500 High Road, Wembley, HA9 7BN)
- Iceland Foods (14-19 High Road, Wembley, HA9 7AF)
- Polmar Supermarket (510 High Road, Wembley, HA9 7BY)
- Malar Supermarket (536 High Road, Wembley, HA9 7BS)
- **Investment** - Swift are committed to a minimum investment of £500,000 to fit out the premises in readiness for retail.
- **Planning approved** - The proposed unit at Wembley Central has planning approval for class E retail.
- Wembley Central is a relatively new development comprising of 118,000 sq ft of retail and restaurants, an 86 bedroom Travelodge, 273 apartments and a 233 space multi storey car park.

<sup>7</sup><https://morphocode.com/the-5-minute-walk/>

The development brought some much needed regeneration and vibrancy to this particular area of Wembley.

- **Licensing** - Customers have come to expect that convenience stores will provide:
  - A '**onestop shop**', allowing them to purchase sufficient goods for breakfast, lunch and dinner time meals and snacks.
  - '**Convenience**': a key driver of repeat custom and customers have an expectation that there will be a wide range of products available for them to browse whether or not they purchase them.
  - **Range**: purchases are often spur of the moment and a lack of availability (poor customer offer) leads to customers walking away. Impacting the financial viability of the unit.
  - **Inspiration**: A customer returning home at the end of a busy day of work may be looking for a pre-prepared takeaway meal for themselves and their partner along with a bottle of wine. A decent, well chosen range, will have customers coming back time and time again.

## Customer Profile



### Customer Market Profile

- There are c.1900 residents living within the 'pedestrian shed' (400m radius) of the of the unit. Data shows that of these residents 37% are single indicating that there are likely to be a large number of single households/shared households. There are a further 51% of residents that are married, with a large percentage classed as working families with tighter budget constraints.
- The predominant employment sectors within this area are Commercial Services and Professional Services, the latter in particular is often class as 'time poor' and as such convenience retail is a key driver for them. Despite being time poor, people working both sectors tend to be more health conscious and want to pick from a decent range of products.
- Data compiled from GLA Intelligence<sup>8</sup> from both the UK Census of 2001 and 2011 shows a clear upward trend in respect of population increase both in Brent and Wembley Central. In that time period the population density of Brent increased by an average of 18% and the ward of Wembley Central 34%.

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<sup>8</sup><https://data.london.gov.uk/>

- In November 2021 Network Homes<sup>9</sup> announced that it has submitted plans for 79 new homes at the site of the former Job Centre premises on St. John's Road. The Network Homes proposal sits within the Wembley Housing Zone and if planning is approved will help contribute to the development of a further 15,000 <sup>10</sup>new dwellings across Wembley in the next 20 or so years.
- The Network Homes site is a mere 2 minute walk from the proposed Swift store in Wembley Central and it is therefore clear that the proposed Swift unit will provide clear benefit to the residents of these homes should planning permission be approved.
- This increase in residential population/accommodation generates an obvious increased need for services, not least food outlets and more specifically food retail outlets.

## Responsible Alcohol Retailing



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<sup>9</sup><https://www.networkhomes.org.uk/news/latest-news/2021-news/network-homes-plans-to-develop-79-affordable-homes-in-wembley-central/>

<sup>10</sup>[https://democracy.brent.gov.uk/documents/s113647/6\\_Regeneration\\_Housing\\_Zones\\_in\\_Brent.pdf](https://democracy.brent.gov.uk/documents/s113647/6_Regeneration_Housing_Zones_in_Brent.pdf)



# CHALLENGE 25

It is an offence for us to sell alcohol/tobacco products to anyone younger than 18.

It is Swift's policy to "Challenge 25, Serve 18".

**swift**

SWT\_CHAL25





- Swift is committed to selling alcohol responsibly.
- Our premises operate a 'Challenge 25 Serve 18' policy for the sale of alcohol.
- Store colleagues receive Age Restricted Sales training prior to working on the shop floor.
- Such training is delivered via e-learning modules and contains knowledge checks to assess colleague understanding. Training is provided upon company induction and refreshed at regular intervals of not more than 6 months.

- In order to continually drive high standards, all of Iceland's companies make use of third-party test purchasing services to test our Challenge 25 policy on alcohol. At present, we are in partnership with Serve Legal<sup>11</sup>.
- To deter thieves and minors, our spirits are located behind a kiosk requiring customers to specifically ask to purchase them.
- Swift will have access (through Iceland) to both the Retail Alcohol Standards Group<sup>12</sup> (**RASG**) and the Wine Spirit Trade Association<sup>13</sup> (**WSTA**). These trade bodies represent the licensed retail section and meet frequently to share best practice, innovations and know-how relevant to the responsible retail of alcohol.
- **Iceland Foods** has recently become a supporter of Community Alcohol Partnerships<sup>14</sup> (CAP) working closely with the Local Authority, Police and Public Health and bodies to ensure that alcohol is not only sold responsibly from the premises but that any localised issues such as underage drinking, street drinking and other associated harms caused by drinking are addressed.
  - CAP is developing a free e-learning package on refusing underage and proxy sales for independent alcohol retailers. The package is being developed by CPL Learning and should be available by the end of the year. It will primarily be promoted across CAP areas but via RASG can also be promoted elsewhere should there be a need.
  - CAP are also currently undertaking a major piece of research to better understand motivations for parental supply of alcohol and also developing a communications campaign to delay/deter parental supply of alcohol to children under 18.

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<sup>11</sup><https://www.servelegal.co.uk/>

<sup>12</sup><http://rasg.org.uk/about-rasg/>

<sup>13</sup><https://www.wsta.co.uk/about-us>

<sup>14</sup><https://www.communityalcoholpartnerships.co.uk/our-impact>

## Health & Sustainability @ Swift



Being relatively new in concept, it will come as no surprise to you that many of the sustainability practices adopted by Swift stores will come from practices established and in use at Iceland Foods. Such initiatives include:

A commitment to remove all single use plastic from own label products by 2023.

Having plastic recycling<sup>15</sup> bins at selected stores allowing customers to recycle flexible plastic waste, something which at present only around 20% of local authorities collect as part of their household waste collections.

No on site car parking: We are very much a local store for residents and commuters using Wembley Central Station.

Frozen food means less waste. Our refrigeration units are AAA+ rated to ensure that they use as little energy as possible. Lots of our products can be taken from our freezers and stored in fridges for those customers without a lot of freezer space (please see customer offer).

As can be seen above, Frozen is no longer solely about pizza's, chips and fish fingers etc. Our range includes vegetables, meat, fish, grains, pulses, fruits- many of which are organic as well as a range catered solely for Vegan's.

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<sup>15</sup><https://sustainability.iceland.co.uk/news/instore-plastic-recycling/>

The freezing process which happens within hours of being picked allows for greater preservation of nutrients and vitamins within the product for added health benefits.

Our Managing Director Richard Walker is a clear advocate for sustainable food retail, he acts as the Chairman of the Board of Trustees for the Surfers Against Sewage<sup>16</sup> charity as well as having recently published a book on the very subject entitled the Green Grocer, Richard is also a regular interviewee on BBC Question Time and other high profile TV shows to discuss not only business issues but environmental ones too.

Further sustainability measures and success achieved by the Iceland Group of companies can be found here Iceland – Doing it Right<sup>17</sup>.

## Details specific to the Alcohol Licence Application



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<sup>16</sup><https://www.sas.org.uk/team-sas/>

<sup>17</sup><https://sustainability.iceland.co.uk/>

## Proposed Hours of Operation



We propose to open and sell alcohol as follows:

<b>Day</b>	<b>Open</b>	<b>Close</b>	<b>Sale of Alcohol</b>
Monday	7am	11pm	7am - 11pm
Tuesday	7am	11pm	7am - 11pm
Wednesday	7am	11pm	7am - 11pm
Thursday	7am	11pm	7am - 11pm
Friday	7am	11pm	7am - 11pm
Saturday	7am	11pm	7am - 11pm
Sunday	7am	11pm	7am - 11pm



### **Policy 8 Impact of major entertainment venues**

*During major events at Wembley Stadium the following recommend conditions will be considered where there are relevant representation(s):*

1. *No sale of alcohol one hour before the event*
2. *Customers shall not be allowed to congregate outside the premises*
3. *No glass bottles shall be handed over the bar but shall be decanted in to plastic vessels*
4. The DPS shall work in partnership with the Police and comply with any direction given by the most senior Police Officer on duty at the event.
5. No alcohol or 'alcopop' type drinks shall be displayed or sold in glass containers with the exception of wines and spirits
6. No more than 4 cans of alcohol shall be sold per customer

**Swift is committed to working in partnership with both the Police and Local Authority to ensure that alcohol is sold responsibly from our premises, being sited so close to Wembley Stadium, we**



understand that at certain events, additional support will be required from retailers to assist with the event management and safety.

Having reviewed the above, we highlight conditions 2, 4, 5 & 6 as these are most likely to apply to our operation and are happy to have these listed as conditions on any Premises Licence where granted.

#### **Policy 9 Cumulative Impact Policy**

*The Council has established ten (10) new Cumulative Impact Zones (CIZs) in Brent. The purpose of these CIZs is to address levels of crime and disorder, and anti-social behaviour, particularly that associated with street drinking. Therefore, the CIZs will specifically relate to applications and variations for off-licences.*

**We contend that a value based and broad ranging grocery offer, with alcohol as ancillary - both in terms of floorspace given over and average spend/percentage of customers purchasing alcohol - should be considered as a benefit to the area. Our experience demonstrates that the risk of alcohol related harm that would result in the undermining one or more of the licensing objectives is minimal and is greatly outweighed by the benefit of local store with a significant range of value driven products within walking distance.**

#### **Policy 11 Voluntary ban on high strength sales**

*The Council encourages application to implement a voluntary ban on the sale of high-strength alcohol.*

**Swift are mindful of the localised issues at this particular location both in respect of alcohol dependancy and alcohol related crime and disorder. One key measure that can assist retailers and responsible authorities to reduce alcohol related harm and crime and disorder is the premises not selling 'high' strength beer, lager or cider. Swift will therefore commit to:**

- ***Not range any beer, lager or cider above 6% ABV save for such beer, lager and cider that is classed as craft/premium or speciality in nature.***

#### **Policy 12 Street Drinking**

*In areas where street drinking has been identified as a problem by the Council new applicants and those applying for variations are required to demonstrate how their premises will not contribute to street drinking in those areas.*

**Swift is a grocery offer that caters for customers looking to purchase a range of products, in particular to take home or to take to the workplace. Alcohol is very much ancillary to the stores' sales- as demonstrated by the range of products and pricing. We will not cater to, or appeal to, street drinking.**

**Having operators in Brent able to set a 'benchmark' for high standards in terms of responsible retailing and working with the responsible authorities, in particular the police, can increase standards overall. Our operating schedule makes it clear that we understand why this policy has been**

introduced, and why granting a licence to this premises will not exacerbate the issues detailed in the policy.

## **Policy 21**

*The Council expects licence applications for delivery services that include the delivery of alcohol to take into account issues relating to reducing public nuisance related to delivery vehicles, ensuring the security of premises, delivery drivers, and protecting children by applying rigorous age checks at both purchase and delivery points.*

As outlined earlier in our presentation, the COVID-19 pandemic led to a sea-change in how many 'city centre' based communities acquired their groceries, there was an explosion of third party delivery companies acting as a vital service throughout the pandemic to keep people fed. It is not therefore surprising to note that such a customer convenience has now become the expected norm in larger city centre locations and Swift believe this delivery offer to be a vital arm of their business model.

We of course appreciate some of the natural concerns that the Responsible Authorities may surrounding the delivery of alcohol have but would seek to reassure you that the process is extremely robust, well managed and effective. To demonstrate, we have suggested suitable conditions that apply to the process in our operating schedule.

Public nuisance is a clear concern raise with such third party services, to alleviate, we would propose the following:

- 1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.***
- 2. In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence.***
- 3. The premises shall have a 'delivery plan' in which it shall operate a documented 'no idling' policy for delivery vehicles delivering from the premises. Where internal combustion engine vehicles are used for deliveries, the licence holder shall ensure that drivers do not park or loiter in a way that is inconsistent with the 'delivery plan' agreed with the Licensing Authority.***
- 4. A policy regulating deliveries to customers from the premises will be devised and implemented, taking into account parking and other restrictions in place and ensuring that as far as practicable such deliveries do not cause a public nuisance. The policy will make reference to how the premises licence holder will move away from deliveries requiring internal combustion where possible and towards clean energy or similar delivery methods. The policy will be revisited and updated periodically a required to ensure it takes into account any changes relevant to it.***

Swift, as part of the Iceland Group, can demonstrate that they are a responsible retailer that puts training and engagement in reducing alcohol related harm at the heart of their business.

## Proposed Conditions



### **Operating Schedule**

The following operating schedule is proposed to meet the key points raised in the Brent Statement of Licensing Policy and ensure best practice at the premises.

#### **General**

- 1.** Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time
- 2.** Locations of fire safety equipment and other safety equipment subject to change in accordance with the requirements of the Responsible Authorities or following a risk assessment.
- 3.** Prominent signage indicating the permitted hours for the sale of alcohol shall be displayed so as to be visible before entering the premises, where alcohol is on public display, and at the point of sale.

#### **Access and Egress**

5. All means of access and egress to/from the store will remain visible, unobstructed and well maintained. The means of escape will be checked regularly to ensure that it remains unblocked and unobstructed.

6. Measures will be in place for the safe evacuation of persons with disabilities in case of fire or emergency.

## **CCTV**

7. The premises shall install and maintain a comprehensive CCTV system that complies with the following conditions:

(a) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.

(b) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises.

(c) All recordings shall be stored for a minimum period of 31 days with date and time stamping.

(d) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.

8. Notices shall be prominently displayed advising customers that CCTV is in operation.

## **Alcohol display areas**

9. There shall be no more than 10% of the shop floor area given over to the display of alcohol.

10. Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times.

11. No super-strength beer, lagers or ciders of 6% ABV (alcohol by volume) or above shall be sold at the premises except for premium 'craft' beers, lagers or ciders.

12. All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises.

13. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises.

14. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.

## **Age Verification**

**15.** A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram, or any government sanctioned ID where that form of ID has been specifically authorised for use in alcohol sales.

**16.** Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age.

**18.** All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale

### **Incident Log**

**19.** An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises.

**20.** If the record is in written form, then it should be documented in a bound book similar to an A4 day by day diary and marked refusals.

**21.** The book/register shall contain:

a) all crimes relating to the premises

b) all ejections of persons

c) any complaints received

d) any incidents of disorder

e) any faults in the CCTV system

g) any visit by a relevant authority or emergency service

**22.** The register shall be made available for inspection to an authorised officer of the Council or the Police upon request.

**23.** The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring.

### **Refusals Log**

**24.** A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include:

(a) the date and time of the refused sale and the name of the member of staff who refused the sale

(b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open

### **Training**

**25.** The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately.

**26.** Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority.

**27.** This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request

### **Working with Metropolitan Police in relation to events at Wembley Stadium**

**Conditions to apply at the time of large scale events being held at Wembley stadium, where Police intelligence indicates such measures are necessary.**

**28.** A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request.

**29.** The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises

**30.** The DPS shall work in partnership with the Police and comply with any direction given by the most senior Police Officer on duty at the event.

- a. No alcohol or 'alcopop' type drinks shall be displayed or sold in glass containers with the exception of wines and spirits
- b. No more than 4 cans of alcohol shall be sold per customer
- c. *Customers shall not be allowed to congregate outside the premises*

**31.** All spirits and other high value alcoholic products (over £25 in value) will be sold from behind a kiosk where it is inaccessible to customers. **(note this will be the case irrespective of events held at the stadium)**

### **Deliveries**



**32.** The Licence Holder will ensure that third parties responsible for deliveries, collections, unloading, loading shall be notified that such activities shall only be made between hours permitted by appropriate planning permission granted in respect of the premises.

**33.** A policy regulating deliveries to customers from the premises will be devised and implemented, taking into account parking and other restrictions in place and ensuring that as far as practicable such deliveries do not cause a public nuisance

**34.** The Licence Holder will ensure that deliveries of alcohol made by third parties shall require:

- A standard age verification check shall be undertaken on entering the website?.
- A signature at the point of delivery should be obtained.
- No delivery shall be left without a signature.
- Alcohol shall only be delivered to a residential or business address and not to a public place.
- Every third-party courier delivery box shall be labelled with the words “Age Restricted Product”.
- Any delivery driver or third-party courier will be required to have appropriate age verification training, particularly they will be required to have training on refusal of supply where age verification is not provided.
- A refusals log will be maintained for deliveries and be available to the Council on request.
- A log of all deliveries shall be maintained and be available to the Council on request.

## **Noise**

1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties.

2. In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence.












3. The premises shall have a ‘delivery plan’ in which it shall operate a documented ‘no idling’ policy for delivery vehicles delivering from the premises. Where internal combustion engine vehicles are used for deliveries, the licence holder shall ensure that drivers do not park or loiter in a way that is inconsistent with the ‘delivery plan’ agreed with the Licensing Authority.

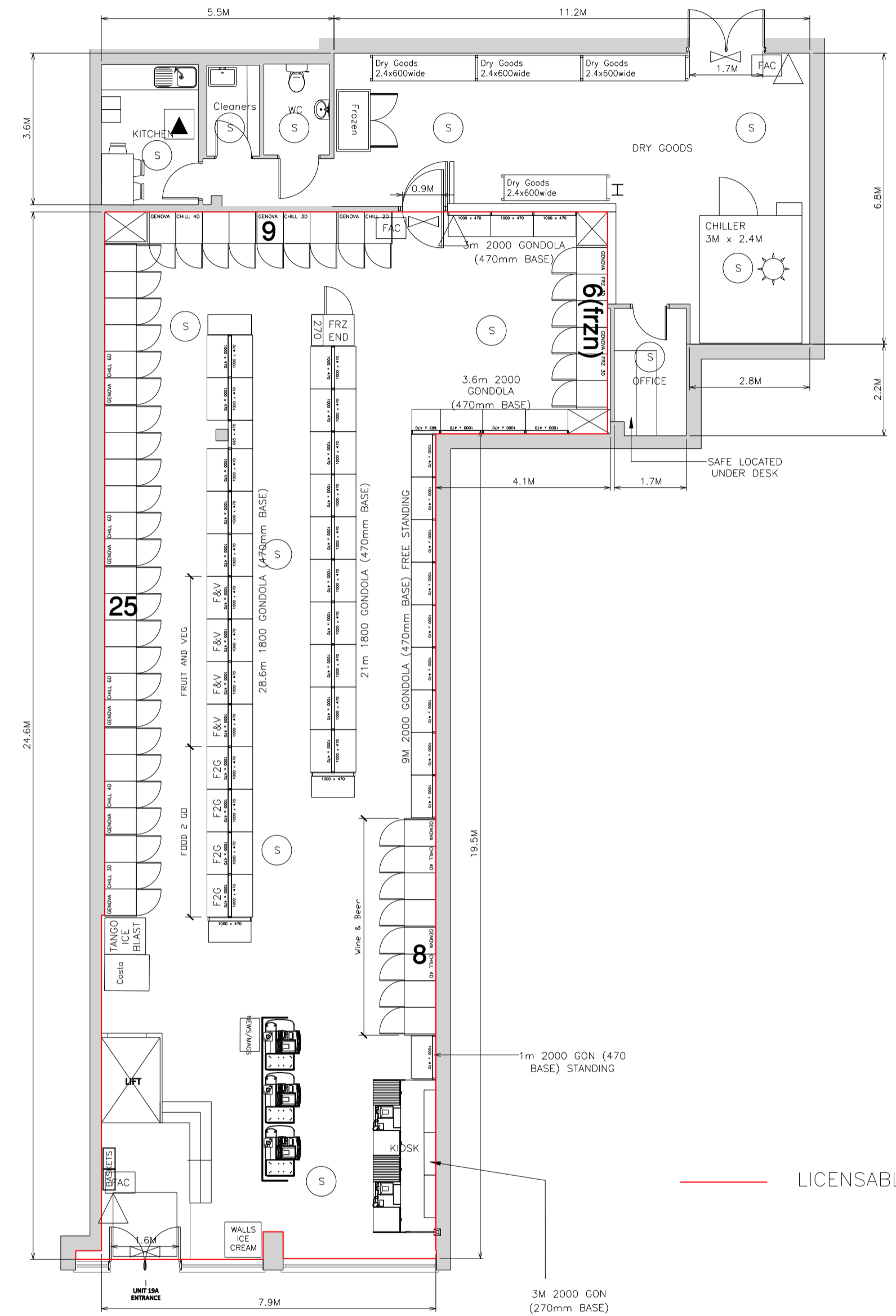
4. . The policy will make reference to how the premises licence holder will move away from deliveries requiring internal combustion where possible and towards clean energy or similar delivery methods. The policy will be revisited and updated periodically a required to ensure it takes into account any changes relevant to it.

Thank you for taking the time to consider our proposed concept and we look forward to taking you through our proposal in full.

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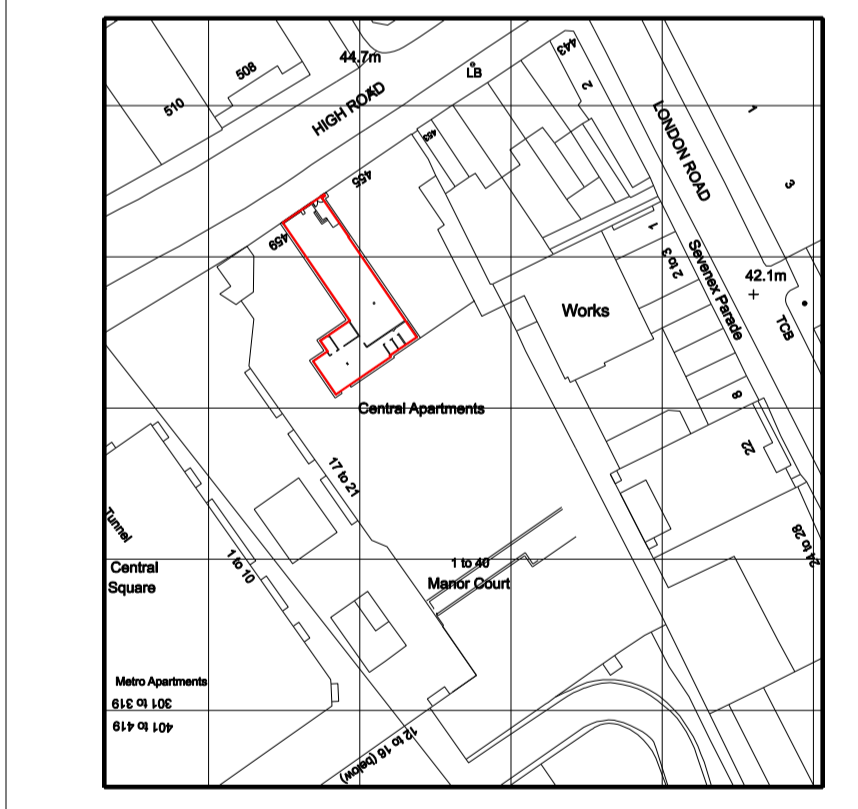
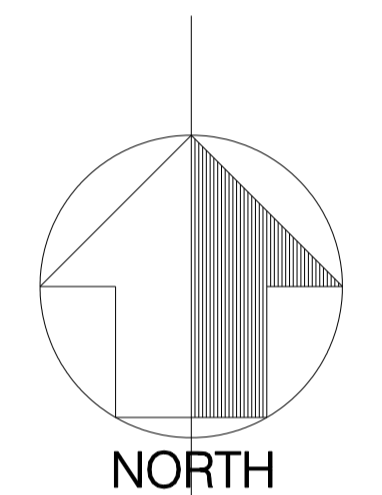
# WEMBLEY STORE

-  - FIRE EXTINGUISHER
  -  - FIRE BLANKET
  -  - EMERGENCY LIGHT BOX WITH GREEN MOVING PERSON SIGN
  -  - FIRE ALARM CALL POINT
  -  - FIRE ALARM CONTROL POINT
  -  - FIRE ALARM SOUNDER
  -  - SMOKE DETECTOR
  -  - LICENSABLE ACTIVITY - SALE OF ALCOHOL
  -  - FIRE EXIT - KEEP CLEAR SIGN
  -  - SUPPORTING PILLAR
  -  - RED FLASHING LIGHT
- NB - CHILDREN AND YOUNG PERSONS ARE PERMITTED TO ACCESS ALL PUBLIC AREAS OF THE PREMISES AT ALL TIMES
- ALL ACTIVITIES THROUGHOUT THE STORE AS PER TERMS OF OPERATING PLAN

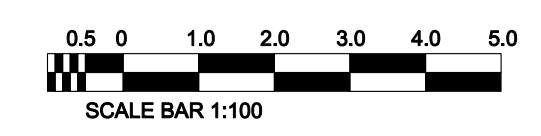
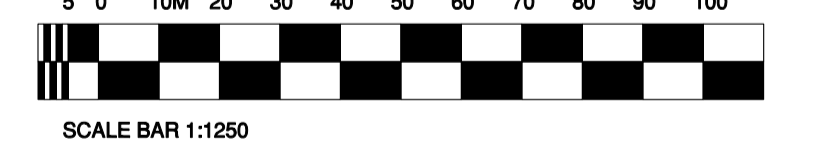


**GROUND FLOOR PLAN**  
WEMBLEY HIGH ROAD

— LICENSABLE ACTIVITY - SALE OF ALCOHOL



**SITE LOCATION PLAN**  
SCALE 1:1250



DWG NO. <b>WEMBLEY-LIC01</b>	SHEET NO.	REV.
PROJECT <b>WEMBLEY</b>	STORE NO.	
ADDRESS <b>UNIT 19A WEMBLEY HIGH ROAD, WEMBLEY, LONDON. HA9 7AF</b>		
TITLE <b>GROUND FLOOR PLAN &amp; LOCATION PLAN AS PROPOSED</b>		
DATE <b>16.12.21</b>	SCALE <b>1:100/1250 @ A1</b>	
DRAWN <b>RRDS/608</b>	CHECKED	



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**From:** Shah, Councillor Sonia <Cllr.Sonia.Shah@brent.gov.uk>  
**Sent:** 01 January 2022 13:55  
**To:** Business Licence <business.licence@brent.gov.uk>  
**Subject:** RE: New premises licence application - 23439 - Wembley Central

Hi,

I oppose the premises licence being granted to the applicant as another off licence in the area would have a negative impact on the existing street drinking problem.

Best wishes,  
Sonia

**Cllr Sonia Shah**



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**From:** Piers Warne <Piers.Warne@TLTsolicitors.com>  
**Sent:** 31 January 2022 10:43  
**To:** Shah, Councillor Sonia <Cllr.Sonia.Shah@brent.gov.uk>  
**Cc:** Robert Hayes <Robert.Hayes@Iceland.Co.uk>; Business Licence <business.licence@brent.gov.uk>  
**Subject:** Swift Stores premises licence application Wembley Central  
**Importance:** High

Dear Councillor Shah

I represent the applicant, Swift Stores, in relation to their premises licence application for Unit 19a Wembley Central, London HA9 7AF. We have been informed that following the consultation process that you have made a representation against this application. We have been told that now the consultation period has ended that this is the only representation.

We have read your representation carefully and understand that you have a concern about street drinking in the area. We hope that by giving a little context to the applicant and the application, this may assist in allaying those concerns.

**About the Applicant**

Swift stores is a new concept from Iceland. In March 2021, Iceland converted an existing high street store located in Four Lane Ends, Newcastle upon Tyne into the first Swift convenience store in the UK. Operating independently as Swift Stores Limited under the brand 'Swift' this new concept has proven to be a success within the local community. As a result Swift Stores Limited are seeking to make the site at Wembley Central the second store in the portfolio, with plans for a further 10-12 sites in London in 2022/23.

The proposed unit at Wembley Central is a significant development both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part -time positions, thereby offering opportunities to a broad range of Brent residents to find a position that suits their lifestyle.

Benefits to our customers shall include:

- Enhanced choice of healthy and fresh produce.
- A substantial frozen food offering, something which many competitors are unable to offer.
- A range of 'fridgeable' lines. This not only improves food affordability for households with lower incomes, but helps to reduce food waste too.
- A Food2Go range of sandwiches, snacks, pasta dishes and chilled beverages allowing customers to eat on the go, fitting in with the very busy lifestyle that many of our customers lead.
- Fresh coffee from the in-store Costa express machine.

The sale of alcohol, whilst ancillary to the grocery offer, forms a vital component in respect of commercial viability of this premises. Put simply, a customer who is looking for a complete grocery offering will quickly move on to another retailer if they cannot obtain a complete shop from Swift. The range of alcoholic products and pricing are designed not cater to, or appeal to, street drinking. Swift is committed to selling alcohol responsibly. The premises will operate a 'Challenge 25 Serve 18' policy for the sale of alcohol. Age Restricted Sales training is mandatory to all staff selling alcohol prior to working on the shop floor. Such training is delivered via e-learning modules and contains knowledge checks to assess colleague understanding. Training is provided upon company induction and refreshed at regular intervals of not more than 6 months.

**Measures directed toward preventing/ reducing street drinking**

Swift will have access (through Iceland) to both the Retail Alcohol Standards Group (**RASG**) and the Wine Spirit Trade Association (**WSTA**). These trade bodies represent the licensed retail section and meet frequently to share best practice, innovations and know-how relevant to the responsible retail of alcohol. In addition, Iceland Foods has recently become a supporter of Community Alcohol Partnerships (**CAP**) working closely with the Local Authority, Police, Public Health and other relevant bodies to ensure that alcohol is not only sold responsibly from the premises but that any

localised issues such as underage drinking, street drinking and other associated harms caused by drinking are addressed.

Having operators in Brent able to set a 'benchmark' for high standards in terms of responsible retailing and working with the responsible authorities, in particular the police, can increase standards overall. Our operating schedule makes it clear that we understand your concerns and why granting a licence to this premises will not exacerbate the issues you have identified.

#### **Conditions within the application**

The following have been offered as conditions on the premises licence that go directly to this issue (please note that the numbers relate to the condition number as it sits within the operating schedule):

**7.** The premises shall install and maintain a comprehensive CCTV system that complies with the following conditions:

(a) All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.

(b) The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises.

(c) All recordings shall be stored for a minimum period of 31 days with date and time stamping.

(d) Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.

**8.** Notices shall be prominently displayed advising customers that CCTV is in operation.

**9.** There shall be no more than 10% of the shop floor area given over to the display of alcohol.

**10.** Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times.

**11.** No super-strength beer, lagers or ciders of 6% ABV (alcohol by volume) or above shall be sold at the premises except for premium 'craft' beers, lagers or ciders.

**14.** Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff.

**31.** All spirits and other high value alcoholic products (over £25 in value) will be sold from behind a kiosk where it is inaccessible to customers.

#### **Conditions to apply at the time of large scale events being held at Wembley stadium, where Police intelligence indicates such measures are necessary.**

**28.** A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request.

**29.** The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises

#### **Conclusion**

I hope that this letter give you some confidence that the applicant takes your issues seriously and is committed to ensuring that their operation does not exaserbate the street drinking issues that are of concern to you. I am also instructed that my client would be delighted to discuss this application with you further should you wish- for instance, I would be happy to set up a video call if you feel it would be of use.

I am copying in the licensing team for their information.

Kind regards

Piers

Piers Warne  
Legal Director  
for TLT LLP

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Basemap Map



1:1250

0 0.02 0.04 kilometres





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