



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 1 March 2022 at 10.30 am

This will be held as an online virtual Meeting

Details on how to access the link in order to view the meeting will be made available online via the following link: [HERE](#)

Membership:

Members

Councillors:

Long (Vice-Chair)
Hector
Shahzad

Substitute Members

Councillors:

Ahmed, Chohan, Denselow, Hylton, Grahl, McLeish,
Maurice

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 6841; Email: devbai.bhanji@brent.gov.uk

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

www.brent.gov.uk/committees

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

Notes for Members - Declarations of Interest:

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

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

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

***Disclosable Pecuniary Interests:**

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

****Personal Interests:**

The business relates to or affects:

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

or

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

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

Agenda

Introductions, if appropriate.

Item	Page
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for New Premises Licence by Fancy Delivery UK Ltd for the premises known as Gopuff, 62-66 Park Parade, NW10 4JB, pursuant to the provisions of the Licensing Act 2003	1 - 28

Date of the next meeting: Tuesday 1 March 2022, @ 2.00pm



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:	Fancy Delivery UK Ltd
Name & Address of Premises:	Gopuff, 62-66 Park Parade, NW10 4JB
Applicants Agent:	Keystone Law

The application is for a new premises licence:

1. For the sale of alcohol 'Off' sales 24hrs a day Monday to Sunday, 'On' sales 8am to midnight Monday to Sunday and to remain open 24hrs a day Monday to Sunday.

2. Background

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

This application falls within a Cumulative Impact Zone.

3. Promotion of the Licensing Objectives

See separate proposed conditions

4. Relevant Representations

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

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

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

7. Determination of the Application

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

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

8. Associated Papers

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

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

I/We **Fancy Delivery UK Limited**

(Insert name(s) of applicant)

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

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
Gopuff, 62-66 Park Parade, Harlesden			
Post town	London	Postcode	NW10 4JB

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£33,250.00

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

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SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over		<input type="checkbox"/>	Please tick yes
Nationality					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service: (please see note 15 for information)					
Current 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 Fancy Delivery UK Limited
Address 48 Hoxton Square, London, N1 6PB
Registered number (where applicable) 12793914

Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) [REDACTED]
E-mail address (optional) [REDACTED]

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A P

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

DD	MM	YYYY

<p>Please give a general description of the premises (please read guidance note 1)</p> <p>Grocery delivery company.</p> <p>The proposed application is to facilitate a grocery service that requires the Sale by Retail of Alcohol off sales Monday to Sunday 00:00 to 00:00 and on sales Monday to Sunday 08:00 to 00:00 on such other times and on such other terms as set out in the application.</p>
--

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) ☐

g) performances of dance (if ticking yes, fill in box G) ☐

h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) ☐

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

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

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
Sat					
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	00:00	00:00			
Tue	00:00	00:00			
Wed	00:00	00:00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6) On sale of alcohol Monday to Sunday 08:00 to 00:00.		
Thur	00:00	00:00			
Fri	00:00	00:00			
Sat	00:00	00:00			
Sun	00:00	00:00			

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 Rosie Craig	
Date of birth	■■■■■■■■■■
Address ■■■■■■■■■■ ■■■■■■■■■■	
Postcode	■■■■■■■■■■
Personal licence number (if known) ■■■■■■■■■■	
Issuing licensing authority (if known) ■■■■■■■■■■	

K

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

None

L

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

Please see conditions attached.

b) The prevention of crime and disorder

Please see conditions attached.

c) Public safety

Please see conditions attached.

d) The prevention of public nuisance

Please see conditions attached.

e) The protection of children from harm

Please see conditions attached.

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 or my share code issued by the Home Office online right to work checking service (please read note 15). ☐

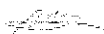
IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

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

Part 4 – Signatures (please read guidance note 11)

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

Declaration	<ul style="list-style-type: none">• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).• The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using
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	the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	Keystone Law Limited
Date	11/01/2022 
Capacity	Solicitors on Behalf of Applicant

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

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)

Andrew Wong, Marcus Lavell and Darren O'Leary
Keystone Law
48 Chancery Lane

Post town	London	Postcode	WC2A 1JF
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			
			

PROPOSED CONDITIONS

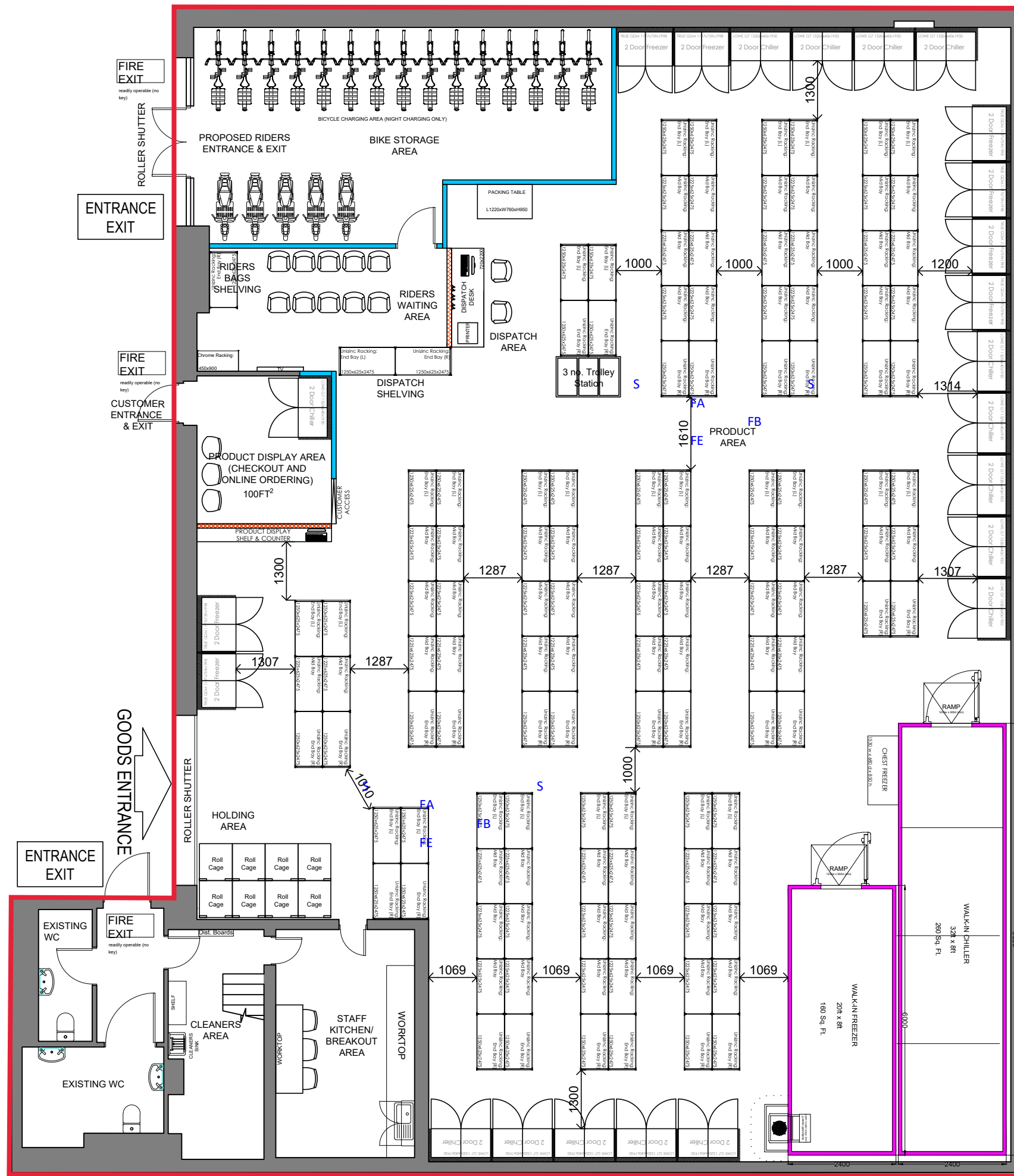
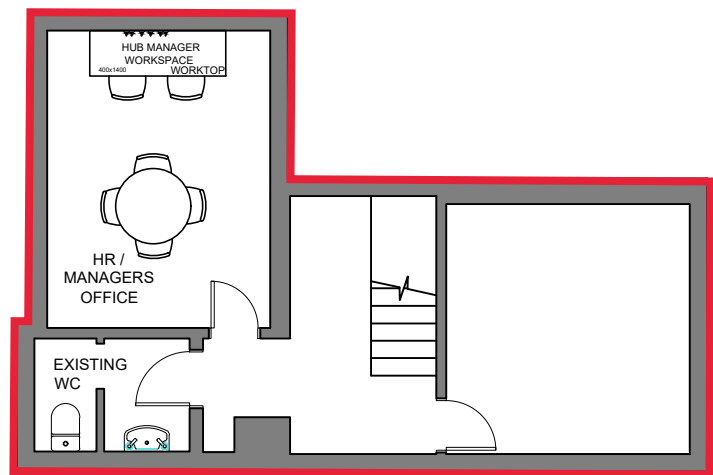
1. All staff will be fully trained in their responsibilities and with regard to the promotion of the licensing objective in particular sale of alcohol, and will be retrained every six months, with recorded training records kept for inspection.
2. A CCTV system is in operation for the warehouse, to provide security and identify any culprit who is intent in causing trouble. All images are stored for a period of 31 days after which they can be erased or saved at the request of the police. All current security measures will remain in operation. All staff will be fully trained in the operation of the CCTV to ensure it is operational all the hours of trade. Images will be made available to the police or authorised licensing officer from the council on request.
3. All potential customers must verify on the payment page of the website that they are at least 18 years of age. If the applicant is in any doubt as to the age of the customer, they will only deliver the alcohol if the owner of the card that made the payment is present at the delivery address; Orders will only be despatched to bona fide addresses,
 - No deliveries will be made to an open space,
 - All sales of alcohol for delivery must be paid for by credit card, debit card (pre-paid or otherwise) or electronic payment,
 - Details of the order (including the type, amount of alcohol, name and address of the customer and delivery address if different) must be included with the order. The detail shall be shown on the printout dispatched with the order,
 - All delivery drivers and riders must allow any police or authorised local authority officers to inspect any alcohol,
 - Deliveries only made to those over the age of 18.
4. A challenge 25 age verification scheme will be used. ID will be required for deliveries to customers who do not look 25 years old. They will be required to prove by way of photographic ID, either a passport or driving licence that they are at least 18. The card used for purchase will also be checked against the ID provided. If the business is in any doubt then the delivery of alcohol will not be made, and a full refund will be issued. Postal/ carriage deliveries will only be made once a verified payment method has been established, and the customer has confirmed they are 18 or over when making the purchase.

S = Smoke Detector
FA = Fire Alarm
FB = Fire Blanket
CO2 = Fire Extinguisher

IMPORTANT:- Licensable activities can take place anywhere within the red line. The position of loose furniture and equipment is shown for diagrammatic purposes only. Firefighting equipment is indicated but may be moved subject to the fire risk assessment carried out under the Regulatory Reform (Fire Safety) Order 2005 or by agreement with the fire officer.






Bay Type	Quantity
Unizinc Racking (1200 x 600)	120 (120)
Unizinc Racking For Dispatch/Storage	3
Lowe G7 Chiller (1320x640)	15 (14)
True GDM Freezer (1197x759)	8 (7)
Chest Freezer	1
Walk In Chiller (32ft x 8ft)	260ft ²
Walk In Freezer (20ft x 8ft)	160ft ²



Area	m ²	ft ²
Gross Internal Area (GIA)	506	5447
Product Collection Area	363	3907



	Revision	Date	By	Chk
--	First Issue	08.12.21	WN	PT
A	Customer Sales area added	23.12.21	WN	PT

- All travel distances have been calculated and comply with Table 2 on page 34 of the Approved Document B, Vol 2.
- All alterations to the building fire detection system to be designed and installed to BS 5839 pt1.
- All alterations to the buildings emergency lighting system to comply with BS 5266 pt1.
- Walls and ceilings in circulation spaces to have class 0 surface spread of flames, with class 1 in other spaces.
- All new ductwork to be installed as part of requirements stated under part F and to have dampers where penetrating fire rated construction.
- Once works are complete the owners and users of the building acknowledge their continuing requirement to carry out continual assessment under the RRO.

CDM / H&S - HAZARD WARNING SCHEDULE						
<p>HAZARD would be the danger it poses by itself or by contact with construction materials or safety hazards that have not been eliminated from the design or from the design to the design process. These hazards, and associated controls are described below.</p>						
LOCATION	HAZARD	LIKELIHOOD	COMMENTS / ACTION			
	Live Services	HIGH	<p>Controlled isolation of services prior to commencement and ensure adequate warning of existing services during the works</p>			
	Working at height	HIGH	<p>Controlled isolation of MEWP to be utilized at all times including weekly inspections</p>			
	Means of Escape	HIGH	<p>Issue a flood of reds of escape to be kept free for constant access during all emergency</p>			
	Slips trips and falls	HIGH	<p>Use of ladders and concrete materials to be kept resistant. Excess flooring being retained, up established</p>			
	Risk associated with electricity	HIGH	<p>Controlled isolation of services prior to commencement and ensure adequate warning of existing services during the works</p>			
<p>Any contractor personnel including residents involved in control of the design, design and/or in this drawing should ensure that they have been thoroughly briefed on the main Contractor on all health and safety matters and have kept up to date with all design changes and instructions from the design team. Designers, and associated controls are described below. The developed Contractor should have a health and safety plan.</p>						

Status		SCOPING	
Client			
			
Architect			
			
Project Title			
62-66 PARK PARADE HARLESDEN, LONDON NW10 4JB			
Drawing Title			
PROPOSED GROUND AND FIRST FLOOR LAYOUT PLAN			
Project Number		Drawing Number	Revision
A00212		110	A
Drawn	Checked	Scale	Date
WN	PT	AS SHOWN@A3	08.12.2021
The content of this drawing is the property of RPM Consult and may not be copied in whole or part without formal consent.			

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**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Brent Police Licensing Unit

Brent Civic Centre
Engineers Way
Wembley
Middlesex
HA9 0FJ

NW BCU Licensing Department - Brent

Harrow Police Station
74, Northolt Road
Harrow
HA2 0DN

Tel: 020 8733 5008

Email:

nwmailbox.licensingbrent@met.police.uk

Web: www.met.police.uk

Your Ref: 23514

Our ref: 01QK/018/22/3122NW

Date: Wednesday the 23rd of February 2022

Police representations to the application for a new Premises Licence for 'Fancy Delivery UK Ltd, Go Puff 62-66 Park Parade, NW10 4JB'

Police certify that we have considered the application shown above and 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 are of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below. If these conditions were accepted in full, police would be in a position to withdraw their representations.

Officer: PC Phil Graves
Licensing Constable 3122NW

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 Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

The Application

On 03/02/2022 I submitted reps opposing this application due to the venue appearing to be a standard convenience store wishing to sell alcohol within one of Brent's CIZ. Since this date I have received e-mails from the applicants Barrister detailing the setup of the store.

These e-mails explain how the venue will operate as 'click and collect' style retailer. Customers would enter the store and order the products they desire on an electronic device. The products would then be selected by staff at 'Go Puff' who would then hand these over to the customers at the counter. In addition to this there would be no sale of alcohol to customers walking into the venue. The only way that customers would be able to obtain alcohol from this venue would be via an online ordering service. Any alcohol ordered would only then be delivered to a residential or business property and not to any public place.

Taking all these conditions into account I believe the licensing objectives and the council's CIZ conditions would be met with the following conditions.

Police Representations

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

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 upon request.
2. CCTV camera shall be installed to cover all the entrances and exits of the premises, including the loading bay and bike storage area.
3. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading.
4. The CCTV system shall display on any recordings the correct date and time of the recording.
5. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulder image of every person entering or leaving the premises.
6. A suitable intruder alarm complete with panic button shall be fitted and maintained.
7. A 'Challenge 25' policy shall be adopted and adhered to at all times.
8. An incident log shall be kept at the premises and made available for inspection on request to an authorised officer of Brent Council of the police, which will record the following:
 - a) Any complaints received.
 - b) Any incidents of disorder.
 - c) Any faults in the CCTV system.
 - d) Any visit by a relevant authority or emergency service.

9. A refusal book detailing date and time of the refused sale (of alcohol), the name of the person refusing the sale of alcohol, shall be kept and maintained and made available for inspection by authorised officers from Brent Council or the police.

10. Regular documented staff training on licensing legislation and operating procedures shall be given. The training shall be signed and dated and a copy of these training records available for inspection by Police and local enforcement officers.

The online Orders

11. Full name and address details, including postcode, must be given when placing an order.

12. Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport. No ID – No delivery.

13. Drivers shall not deliver to any person anywhere other than that at the residential/business address given when the order was placed. There shall be **NO** deliveries made to any open/public spaces.

14. The minimum age of delivery drivers will be 18.

Additional

15. No alcohol shall be sold to any person walking in or attending the venue in person.

16. Alcohol can only be sold on line and delivered to a residential / business property as detailed in point 13.

17. No alcohol will be physically visible or in reach of any customer. Only staff will have access to the alcohol

If the above conditions were agreed in full, police would be in a position to withdraw representations.

Yours Sincerely,

PC Phil Graves 3122NW
NW BCU - Brent Licensing
Philip.Graves@met.police.uk

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From: Phil.S.Graves@met.police.uk <Phil.S.Graves@met.police.uk>
Sent: 23 February 2022 08:58
To: Marcus.Lavell@keystonelaw.co.uk
Cc: Business Licence <business.licence@brent.gov.uk>; Legister, Linda <Linda.Legister@brent.gov.uk>; Esther, Chan <Esther.Chan@brent.gov.uk>
Subject: Go Puff Fancy Delivery UK Ltd 62-66 Park Parade - Police Reps 23514/018

Marcus,

Further to the e-mails sent over the last couple of days, I have attached reps for Park Parade. If your client is in a position to agree to the conditions, police would be able to withdraw representations.

Hopefully this will allow the business to run and conform to the licensing objectives, while operating in one of Brent's CIZ's.

Regards,

Phil

CC Brent Council / Esther / Linda.



**PC Phil Graves 3122 NW – NW
BCU**

Licensing Officer – Brent

South Harrow Police Station, 74
Northolt Road, Harrow HA2 0DS

Phone: 07500 087 115 Internal:

745147 Radio No. 407548

Philip.Graves@met.police.uk Group

NWMailbox.LicensingBrent@met.police.uk

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From: Phil.S.Graves@met.police.uk <Phil.S.Graves@met.police.uk>
Sent: 24 February 2022 13:23
To: Business Licence <business.licence@brent.gov.uk>
Cc: Marcus.Lavell@keystonelaw.co.uk; Legister, Linda <Linda.Legister@brent.gov.uk>; Gary.L.R.Norton@met.police.uk
Subject: RE: Go Puff Fancy Delivery UK Ltd 62-66 Park Parade - Police Reps 23514/018

Brent,

All parties concerned are in agreement with the attached conditions, therefore police withdraw representations.

Regards,

Phil

CC Marcus, Linda & Gary



**PC Phil Graves 3122 NW – NW
BCU**

Licensing Officer – Brent

South Harrow Police Station, 74

Northolt Road, Harrow HA2 0DS

Phone: 07500 087 115 Internal:

745147 Radio No. 407548

Philip.Graves@met.police.uk Group

NWMailbox.LicensingBrent@met.police.uk

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TEL 020 8937 5303

EMAIL esther.chan@brent.gov.uk

WEB www.brent.gov.uk

Marcus Lavell
Keystone Law
48 Chancery Lane
London
WC2A 1JF

24th February 2022

Our Ref: 23514

Dear Marcus Lavell,

Licensing Representation to the Initial Application for the Premises Licence at Fancy Delivery UK Ltd, Gopuff, 62-66 Park Parade, London, NW10 4JB

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.

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 and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council upon request.
2. CCTV camera shall be installed to cover all the entrances and exits of the premises and further cameras installed to cover the loading bay area.

3. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading.
4. The CCTV system shall display on any recordings the correct date and time of the recording.
5. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulder image of every person entering or leaving the premises.
6. The Licence holder /DPS/Manager shall inspect and test that the CCTV is operational and working correctly on a weekly basis. A signed and dated record of the CCTV examination and any findings shall be kept on the premises and made available to the police and authorised officers of the Local Authority on request.
7. All sales of alcohol are for delivery only. Members of the general public must not be allowed access to the premises in order to buy, collect, browse or be supplied directly with alcohol at any time.
8. 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) any complaints received
 - (c) any incidents of disorder
 - (d) any faults in the CCTV system or searching equipment or scanning equipment
 - (e) any refusal of the sale of alcohol
 - (f) any visit by a relevant authority or emergency service.
9. At the time the order is placed, a declaration will be required from the person placing the order that the person is over '18 years of age'.
10. A "Challenge 25" policy shall be adopted and adhered to at all times. If the driver considers the recipient of alcohol appears under 25, recognised photographic identification to be requested before any alcohol is given to the recipient.
11. Acceptable of proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport. No ID – No delivery.
12. Drivers shall not deliver to any person anywhere other than that at the residential/business address given when the order was placed. There shall be NO deliveries made to any open/public spaces.
13. Alcohol will only be delivered to the person who placed the order and whose name appears on the credit/debit card.
14. All delivery drivers shall be a minimum of eighteen (18) years of age.
15. 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.

16. Staff training must take place at least every six months, be documented and based on legislation and operating procedures. All training shall be signed and dated and a copy of such records will be available for inspection by Police and Local authority enforcement officers.

17. All riders shall wear high visibility coloured clothing to ensure they can be seen.

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

A handwritten signature in black ink, appearing to read 'E Chan', enclosed within a faint circular stamp.

Esther Chan
Licensing Inspector
Regulatory Services

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From: Esther, Chan <Esther.Chan@brent.gov.uk>
Sent: 24 February 2022 15:29
To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk
Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence <business.licence@brent.gov.uk>
Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply. I now wish to withdraw my representation.

For our information, can you confirm the opening hours for walk in customers?

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk
@Brent_Council

From: Marcus Lavell
Sent: 24 February 2022 15:26
To: Esther, Chan ; Phil.S.Graves@met.police.uk
Cc: Legister, Linda ; Business Licence
Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for this; all now agreed.

Kind regards

Marcus Lavell | Barrister
Recognised by The Legal 500 2022 for Licensing

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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 24 February 2022 15:03

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply.

I have considered your comments and removed the aforementioned condition. Please find attached amended representation.

Please confirm acceptance in writing.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk
@Brent_Council

From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 24 February 2022 12:30

To: Esther, Chan <Esther.Chan@brent.gov.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for this.

I am pleased to report that the Applicant accepts all but 1 of the proposed conditions, in full; however, the restriction on deliveries to the premises causes a problem as certain fresh produce (such as bread) is delivered to our stores before 9am. This is the case for all grocery stores.

In other stores, we have agreed a condition with slightly revised wording:

“18. All substantial deliveries of supplies to the premises shall take place during the normal working day (i.e. 09:00 to 18:00 daily).”

Fresh products such as baked good tend to arrive in much smaller delivery vehicles and there are not very many of them so there is no congestion. Does the above address your concerns relating to deliveries causing a nuisance?

Kind regards

Marcus Lavell | Barrister
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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 22 February 2022 15:35

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your reply.

Based on your explanation, I have re-assessed the application to propose conditions, please find attachment.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk
@Brent_Council

From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 22 February 2022 14:42

To: Esther, Chan <Esther.Chan@brent.gov.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Esther

Thank you for your email below. I have added the Applicant's responses in red text under your questions. I hope that this is helpful.

Kind regards

Marcus Lavell | Barrister
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From: Esther, Chan <Esther.Chan@brent.gov.uk>

Sent: 22 February 2022 13:44

To: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>; Phil.S.Graves@met.police.uk

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>; Business Licence
<business.licence@brent.gov.uk>

Subject: RE: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Marcus,

Thank you for your email.

The attached plan submitted with the application indicate that the entire premises is proposed for licensable activity. I have some questions, which require clarification:

1. As per your email below, it states the sales of alcohol to be by way of delivery service, whilst allowing customers on to the premises to purchase non-licensable groceries.
- Will members of the public that visit the premise to purchase non-alcohol products be exposed to alcohol. How will your client ensure that alcohol is not within public view?
The plan details a discrete entrance for customers, leading to the front of house click and collect area. In effect, customers will enter the premises, and use an iPad or similar device to choose the groceries they wish to purchase. These groceries will be picked by Gopuff staff and bagged, before being brought to the front of house area. Customers will not get to see the groceries until they have been brought into the front of house area.
- If your client is intending to locate the alcohol away from public view, where would the alcohol be stored?
In the warehouse/storage section of the premises. This is the area filled with shelving units on the plan.

- Will delivery drivers have a different access point to the premises from members of the public?

At the top left of the plan, there is a dedicated entrance/exit for delivery drivers, leading to bike storage area, that in turn leads to the riders' waiting area.

2. Your client has applied for 'on' and 'off' sales. Can you explain why your client has applied for on sales on basis that you now proposing that walk-in customers will not be able to purchase alcohol on site? If your client intends to keep on-sales, please explain the business model and where customers would consume the alcohol?

"On" sales were included as a typographical error and so I hereby formally withdraw this part of the application.

3. I note on the plan, there is a designated Bike storage area, however how does you client intend to mitigate potential nuisance, should they be an overflow of vehicles collecting goods from the premise – is there a staff and customer car park?

In order to ensure that there is no overflow of delivery bikes, the storage area is designed to accommodate all vehicles that will operate from this site. I would note that the building itself is set back from the public highway, so that delivery drivers can mount/dismount without doing so on the pavement. Given the nature of the groceries on offer, and the limited parking available in the area, the Applicant anticipate that the majority of its click and collect customers will travel to and from the premises on foot or having used public transport.

I look forward to hearing from you soon.

Kind Regards
Esther Chan
Licensing Inspector
Regulatory Services
Brent Council

Tel: 0208 937 5303

www.brent.gov.uk
@Brent_Council

From: Marcus Lavell <Marcus.Lavell@keystonelaw.co.uk>

Sent: 22 February 2022 11:18

To: Phil.S.Graves@met.police.uk; Esther, Chan <Esther.Chan@brent.gov.uk>

Cc: Legister, Linda <Linda.Legister@brent.gov.uk>

Subject: New Premises - Gopuff, 62-66 Park Parade, London, NW10 4JB - 23514

Dear Phil and Esther

Apologies for the time it has taken to get this reply to your Representations out to you. Due to the lawful planning use of the site, it has taken a while to identify an appropriate way forward.

The planning permission for the site requires that an element of traditional "retail" is maintained. For example, it was previously a builders' merchant that both delivered and made sales to the public on-site. Further, the applicant wants to maintain uniformity across its sites and so protect brand awareness.

Given the above, and in order to support the Licensing Authority's CIZ, the applicant would like to propose a condition that

Would the above address your concerns with regard to the CIZ policy matter?

I look forward to your reply to the above, and will provide you with answers to the other issues you have raised shortly.

Kind regards

Marcus Lavell | Barrister
Recognised by The Legal 500 2022 for Licensing

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From: Chan, Councillor Jumbo <Cllr.Jumbo.Chan@brent.gov.uk>

Sent: 03 February 2022 17:44

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

Subject: Re: New Premises Licence Application - 23514 - Kensal Green

Dear Sir/Madam,

I am writing to request confirmation from the applicant that Fancy Delivery UK Limited on 62-66 Park Parade will be a grocery delivery-only service which will be closed to the general public, and that this is reflected in writing in their application documents.

As this is currently unclear whether this is the case, I would like to submit my formal objection to their application at this moment in time. There are already numerous premises on Park Parade which alcohol licenses, and compounded by the ASB problems apparent in both police data and residents' complaints to me, I am concerned that the below application will exacerbate these problems.

If it is the intention of the applicant to not allow customers to walk into their 62-66 Park Parade premise to buy alcohol in person, then could this be confirmed by 7 February 2022, at which point I will rescind this formal objection.

Thanks,
Jumbo

Cllr Jumbo Chan
Labour Councillor for Kensal Green Ward

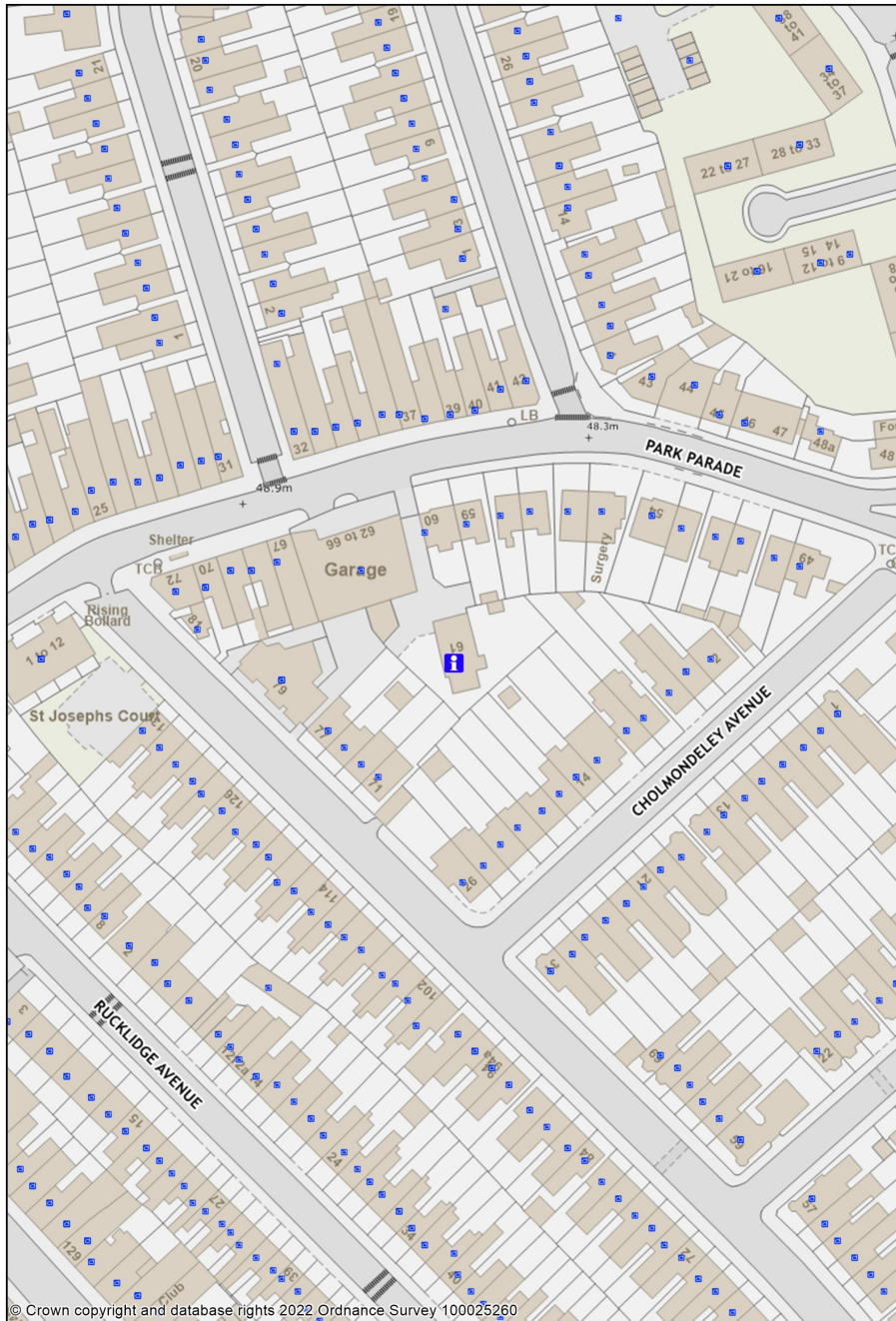
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14-01-2022

I live [REDACTED] I in a house. I have a drive way which at present often gets blocked with cars and bikes. People take no notice of double yellow lines. These premises are going to encourage more bike users and drivers. Why should I be expected to tolerate vehicles 24 hours per day going in and out of the proposed site, not only the vehicles but the noise levels which will come from a 24 hour business. Police and council are aware of the anti social behaviour of drug dealers in the Parade at present. Its a busy street with many residents, houses and flats above the shops. this sort of business would be better off in an industrial estate.

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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