



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 17 December 2024 at 2.30pm

Boardrooms 1 & 2 - Brent Civic Centre, Engineers
Way, Wembley HA9 0FJ

Please note that this meeting will be held in person with members of the Sub-Committee required to attend in person.

The press and public are also welcome to attend this meeting in person. Please note the meeting is not scheduled for live webcast

Membership:

Members

Ahmed (Chair)
Long
Mahmood

Substitute Members:

Bajwa, Chohan, Ethapemi, Hack, Hylton,
Lorber, Rajan-Seelan

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

For electronic copies of minutes and agendas please visit:
[Council meetings and decision making | Brent Council](#)

Notes for Members - Declarations of Interest:

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

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

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

***Disclosable Pecuniary Interests:**

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

****Personal Interests:**

The business relates to or affects:

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

or

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


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

Agenda

Introductions, if appropriate.

Item	Page
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for New Premises Licence by Mr Shamoon Ali Chaudhary for the premises known as Martins News, 217 Cricklewood Broadway, NW2 3HS, pursuant to the provisions of the Licensing Act 2003	1 - 24

Date of the next meeting: Date Not Specified

 Please remember to SWITCH OFF your mobile phone during the meeting. <ul style="list-style-type: none">• The meeting room is accessible by lift and seats will be provided for members of the public.

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Mr Shamoan Ali Chaudhary
Name & Address of Premises:	Martins News, 217 Cricklewood Broadway, NW2 3HS
Applicants Agent:	ADM Training Services

The application is for a new premises licence as follows:

The supply of alcohol and to remain open from 06.00am to 2.00am 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.

The presumption is that any new licence or variation to an existing licence that increases the scope for the sale of alcohol will not be granted unless the applicant can evidence that the licence will not negatively impact on the licensing objectives.

3. Promotion of the Licensing Objectives

See page 3 of the application.

4. Relevant Representations

Representations have been received from The Licensing Police and Licensing Officer.

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

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

7. Determination of the Application

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

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

8. Associated Papers

- A. Application Form & plan
- B. Police Representation
- C. Licensing Representation
- D. OS Map



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk

Online Ref. No: 18402
Application No: 33338
Date: 04 November 2024

LICENSING ACT 2003

Licence: Premises Licence New Application

Application No: 33338

Dear Sir/Madam,

Applicant: Mr Shamoan Ali Chaudhary

Date Received: 04 November 2024

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. If you would like to make a representation please **email business.licence@brent.gov.uk**. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by

02 December 2024.

Yours faithfully

Vanessa Haulkhory
Licensing Support Officer
Regulatory Services

Part 1 – Premises Details

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

217 Cricklewood Broadway, London, Brent, NW2 3HS

Telephone Number at premises (if any):

Non domestic rateable value:

Part 2 – Applicant Details

Proposed Licence Holder:
Mr Shamoan Ali Chaudhary

[Redacted]
[Redacted]
[Redacted]

Agent Details

ADM Training Services

8 Oxford Road, Harrow, HA1 4JF

[Redacted]
[Redacted]

Part 3 – Operating Schedule

When do you want the premises licence to start? 20-11-2024

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: newsagents

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

Section J: Sale or Supply of Alcohol: Off the premises		
Day	Start Time	End Time
Monday	06:00	02:00
Tuesday	06:00	02:00
Wednesday	06:00	02:00
Thursday	06:00	02:00
Friday	06:00	02:00
Saturday	06:00	02:00
Sunday	06:00	02:00

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

Shamoon Ali Chaudary

Date of birth:

[Redacted]

Licence Number: [Redacted]

Issuing authority: [Redacted]

Concerns in respect of Children: None

The opening hours of the premises

Day	Start Time	End Time
Monday	06:00	02:00
Tuesday	06:00	02:00
Wednesday	06:00	02:00
Thursday	06:00	02:00
Friday	06:00	02:00
Saturday	06:00	02:00
Sunday	06:00	02:00

a) General – all four licensing objectives (b, c, d, e):An incident log (written or electronic form) shall be kept at the premises and made available on request to Responsible Authorities. It must be completed within 24 hours of the incident and will record the following; a) All crimes reported to the venue. b) All ejections of patrons. c) All complaints received concerning crime and disorder. d) Any incidents of disorder. e) All seizures of drugs or offensive weapons. f) Any faults in the CCTV system, searching equipment or scanning equipment. g) Any refusal of the sale of alcohol. h) Any visit by a relevant authority or in relation to service CD40 Security, general

There will be a minimum sale of two cans of beers/ciders (no single cans will be sold).

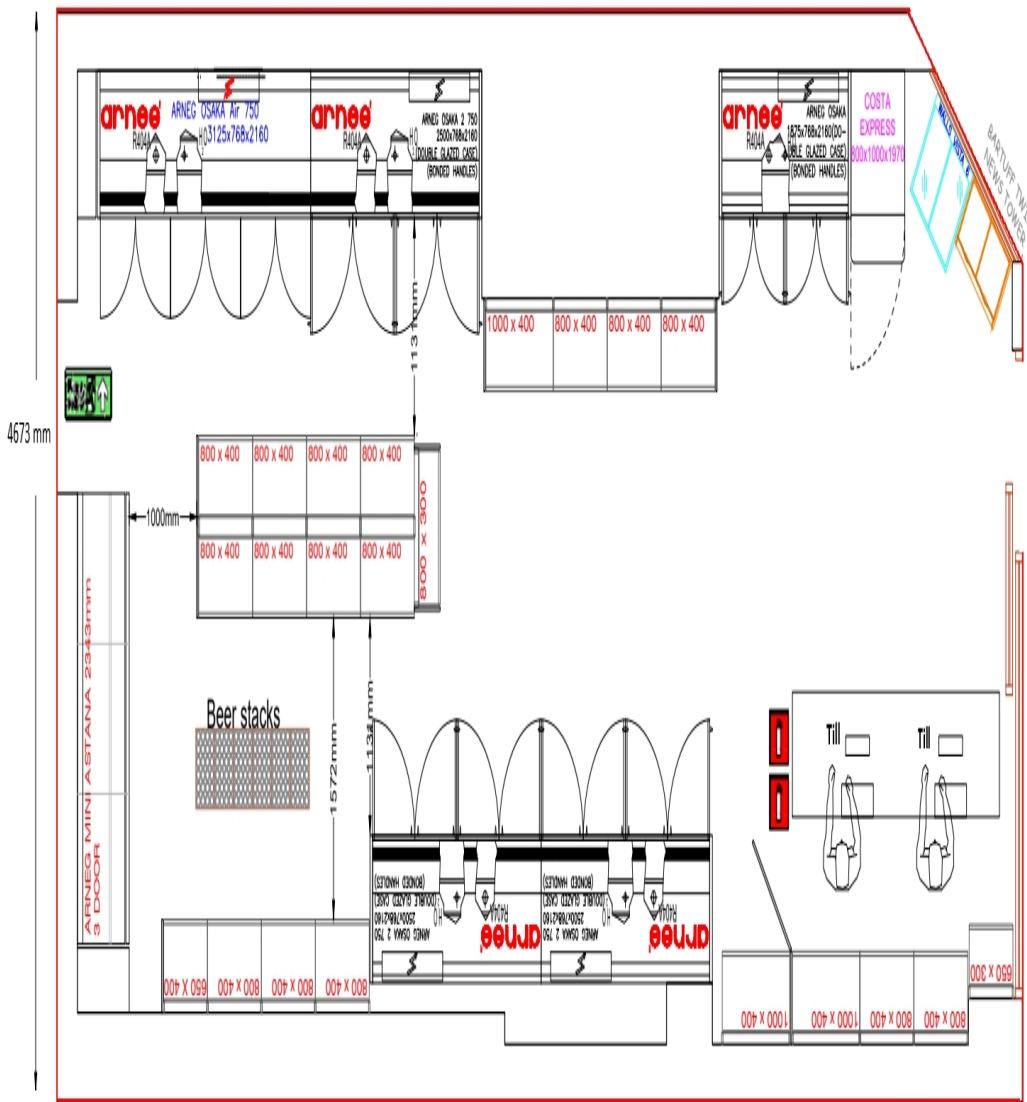
b) The prevention of crime and disorder:CCTV system shall be installed at the premises. The CCTV system installed at the premises shall be maintained in effective working order and shall be in operation at all times the premises is open to the public.All recordings made by the CCTV system shall be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available on request Responsible Authorities. At all times the premises is open to the public a minimum of one member of staff on duty will be able to operate the CCTV system.

c) Public safety: All delivery drivers and riders must allow any police or authorised local authority officers to inspect alcohol on request. Staff will be trained in operating fire extinguishers and be made aware of their location (as marked on the plan)

d) The prevention of public nuisance:The applicant is aware of the borough operating a CIZ thus loiterers or anyone found drinking or causing any disturbance outside the shop will be asked to disperse and advised to be respectful of neighboring residents. Any incidents will be appropriately reported to the police and recorded in the incidents log. Drinks will be labelled with the shops name and address to allow tracing of littering or any antisocial behavior tied to the shops sales to be traceable.

e) The protection of children from harm:All staff shall be trained in the Challenge 25 policy before they are allowed to sell any alcohol to the public. An effective methodology shall be in place at all points of sale to ensure staff undertake appropriate age checks on potential sales of alcohol (and any other age-restricted product)

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Tobacco drawers
under shelving

<p>Licenceable Area</p> <p> x2 water and CO2</p> <p>Fire extinguisher</p> <p></p> <p>Fire escape sign</p>	<p>Martin News</p> <p>217 Cricklewood Broadway</p> <p>London</p> <p>NW2 3HS</p>	<p>For premises licensing purposes only</p>
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TERRITORIAL POLICING

**Martins News
217, Cricklewood Broadway,
Cricklewood.
NW2 3HS**

Your Ref: 33338

Our ref: 01QK/756/24/3122NW

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

Tel: 07500 087 115

Email: Phil.S.Graves@met.police.uk

Web: www.met.police.uk

Date: Sunday 11th of November 2024

Police representations to the application for a new Premises Licence for 'Martin's News, 217, Cricklewood Broadway, Cricklewood. NW2 3HS'

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.

**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

The application is for a new section 17 Premises License for an off license wishing for the sale of alcohol from 06.00 hours to 02.00 hours seven days a week.

The venue sits on Cricklewood Broadway at the junction with Ashford Road. A photo below shows the venue with residential properties above and surrounding the venue. This location falls inside the Cricklewood Broadway Cumulative Impact Zone (CIZ). CIZ's were introduced across the Borough in the worst areas suffering from street drinking, crime and ASB. The main cause of street drinking is due to off licenses selling cheap alcohol from early in the morning till late at night. As you can see from this application the venue is wanting to sell alcohol from 06.00 hours in the morning till 02.00 hours.





The application makes a brief reference to the CIZ, but thinks it's reasonable to sell alcohol twenty hours a day seven days a week in an area suffering from very high crime and ASB quite often fuelled by alcohol and street drinking. Below is a link detailing Brent Council's CIZ.

<https://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz>

As you can see from the link there is an assumption that any new off license application will be refused unless the applicant can demonstrate that their venue would not have a negative effect on the licensing objectives.

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

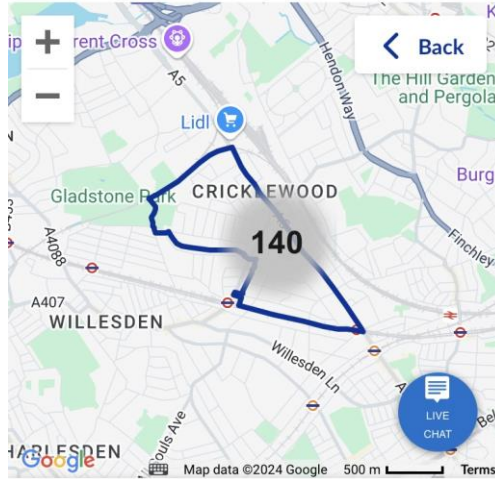
Below are two screen shots from the Met Police website for the NW2 3HS post code highlighting the crime figures for this area:-

✕ w.met.police.uk   ...



Crime type and time period title

All Crimes (140) ▼

September 2024 ▼



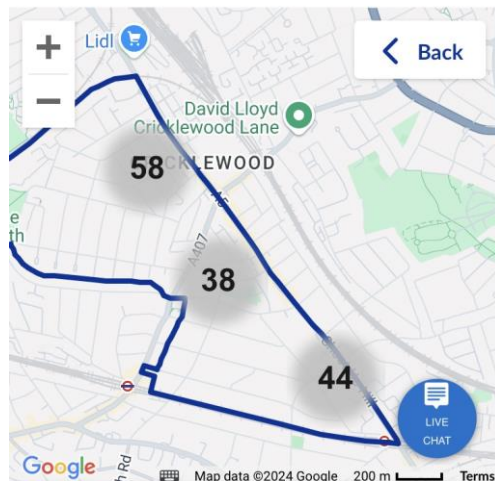
As you can see there is a total of one hundred and forty (140) crimes listed for this post code just for the month of September. The most relevant crimes are forty-four (44) for ASB which is very often caused by alcohol and street drinking, fourteen (14) for public order offences, again normally fuelled by alcohol and twenty-three (23) for violent and sexual offense.

✕ w.met.police.uk   ...

Crime type and time period title

All Crimes (140) ▼

September 2024 ▼



A zoomed in picture shows the crimes along the A5 corridor (Cricklewood Broadway) where the CIZ and the venue applying for license are located. The A5 is the main corridor through the area with bus routes, shops and residential properties.

Below is a list of venues in Cricklewood Broadway with off sales of Alcohol already in existence. Due to the length of the road I have only included venues this end of the stretch. These are just the off licenses and don't include public houses or restaurants who also supply alcohol.

<u>Venue Name</u>	<u>Address</u>	<u>Hours Alcohol sold</u>
Euro Food & Wine	219 Cricklewood B/Way	08.00 to 23.00 Mon to Sat 10.00 to 22.30 Sun
Serhat Off License	141A Cricklewood B/Way	08.00 to 01.00 Mon to Thurs 08.00 to 02.00 Fri & Sat 10.00 to 01.00 Sun
Capital Foods	189 Cricklewood B/Way	24/7
Millennium Food & Wines	211 Cricklewood B/Way	07.30 to 02.00 Mon to Thurs, 07.30 to 03.00 Fri & Sat 07.30 to 02.00 Sun
Blue City Supermarket	145 Cricklewood B/Way	08.00 to 23.00
Tesco (Barnet)	214-218 Cricklewood B/Way	06.00 to 23.00 Mon to Sun
Iceland (Barnet)	154-156 Cricklewood B/Way	07.00 to 00.00 Mon to Sat 11.00 to 17.00 Sun

Summary

The borough of Brent is a challenging area with high levels of crime and ASB with the worst areas sitting in CIZ's. This application is asking to sell alcohol twenty hours a day in one of these worst areas.

The venue is not a specialist in any field and is trying to sell standard beers and wines that are already available across the Borough.

The crime figures and maps quoted above speak for themselves. High levels of ASB, public order offenses, violent and sexual crimes all quite often instigated by excessive and continual alcohol use.

The area is already saturated with off licenses with its closes competitor situated just next door at 219 Cricklewood Broadway. Adding another off license will just add more street drinkers, price wars with competitors and add crime and ASB to area already suffering from high crime figures.

Allowing this application to progress, no matter how strict a list of conditions imposed, would only add to more alcohol on the streets, more street drinking, more ASB and crime in the area.

Taking all the above information into account police oppose this application in full on the basis that all four of the licensing objectives will not be met.

Yours Sincerely,

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

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From: shamoon afzal
Sent: Friday, November 29, 2024 4:02 PM
To: Esther, Chan
Cc: Business Licence; admtraining58@; Linda Legister,
Subject: Re: CONSULT: New Premises - Martin News, 217 Cricklewood Broadway, NW2 3HS - 33338

Dear Ma'am

Thanks for your email. I hope you and other concerned authorities will consider my application sympathetically as the sole purpose of the application is to keep the business running and survive in today's tough economic conditions. I have no intentions whatsoever to promote alcohol sales. The only and sole purpose is to survive and keep contributing to the economy instead of being a burden on it by going bankrupt and making employees redundant and making our regular customers suffer.

Thanking you in anticipation.

Warm Regards

Shamoon Chaudhary

On 29 Nov 2024, at 15:46, Esther, Chan wrote:

Dear Shamoon Chaudhary,

Thank you for providing the attachments following our telephone conversation on Wednesday 27 November 2024. As expressed in our telephone conversation, the application falls in a CIZ, therefore, we would recommend refusal of the application.

In light of our telephone discussion and the attachments, you have provided today, I will review the application and will be in a position to send you a detailed representation next week.

Kind Regards
Esther Chan
Licensing Inspector

From: shamoon afzal
Sent: Friday, November 29, 2024 11:23 AM
To: Esther, Chan

Subject: Re: CONSULT: New Premises - Martin News, 217 Cricklewood Broadway, NW2 3HS - 33338
Dear Ma'am

It was great to speak with you over the phone on Wednesday. As per your instructions, please find attached herewith the pictures of the shop, I have also attached the existing shop diagram and a proposed one too. I have also attached the quotation from builders to refit the shop which will show you that it's going to cost me a substantial amount as well, in addition I have attached a petition signed by several local residents and we are still expecting more signs in the next few days. We have been assured by a lot of residents to write down to the council to support our application too and most probably some of them will attend the hearing to support our application too.

Please let me know if you need anything from me and also please let me know how long do we have to submit the petition with further signatures we are expecting from local residents and regular customers?

Thanking you in anticipation.

Warm Regards

Shamoon Chaudhary

Sent from my iPhone

On 27 Nov 2024, at 11:11, Esther, Chan <Esther.Chan@brent.gov.uk> wrote:

LICENSING ACT 2003

Licence: New Premises

Reference: 33338

Dear Sir/Madam,

Applicant: **Mr Shamoon Ali Chaudhary**

Premises: **Martin News, 217 Cricklewood Broadway, NW2 3HS**

On the behalf of the Licensing Authority, I am in the process of assessing your application and would be most grateful if you could contact me for a discussion.

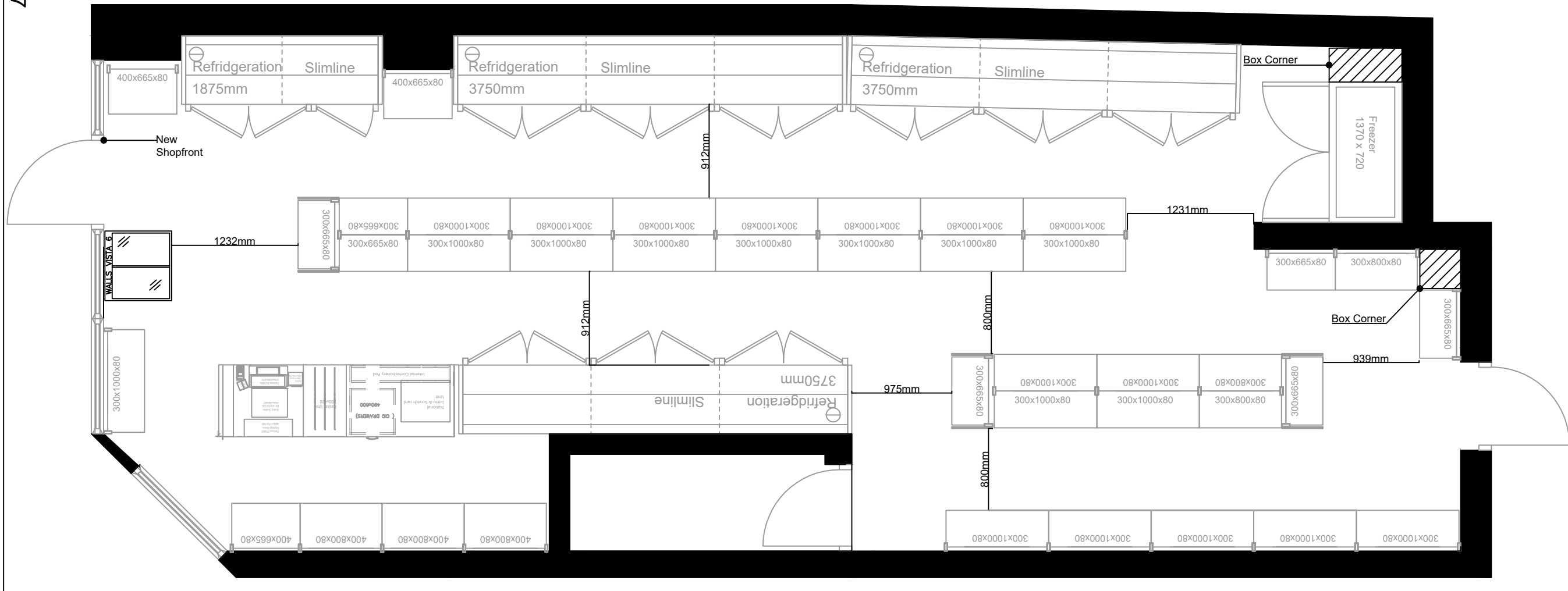
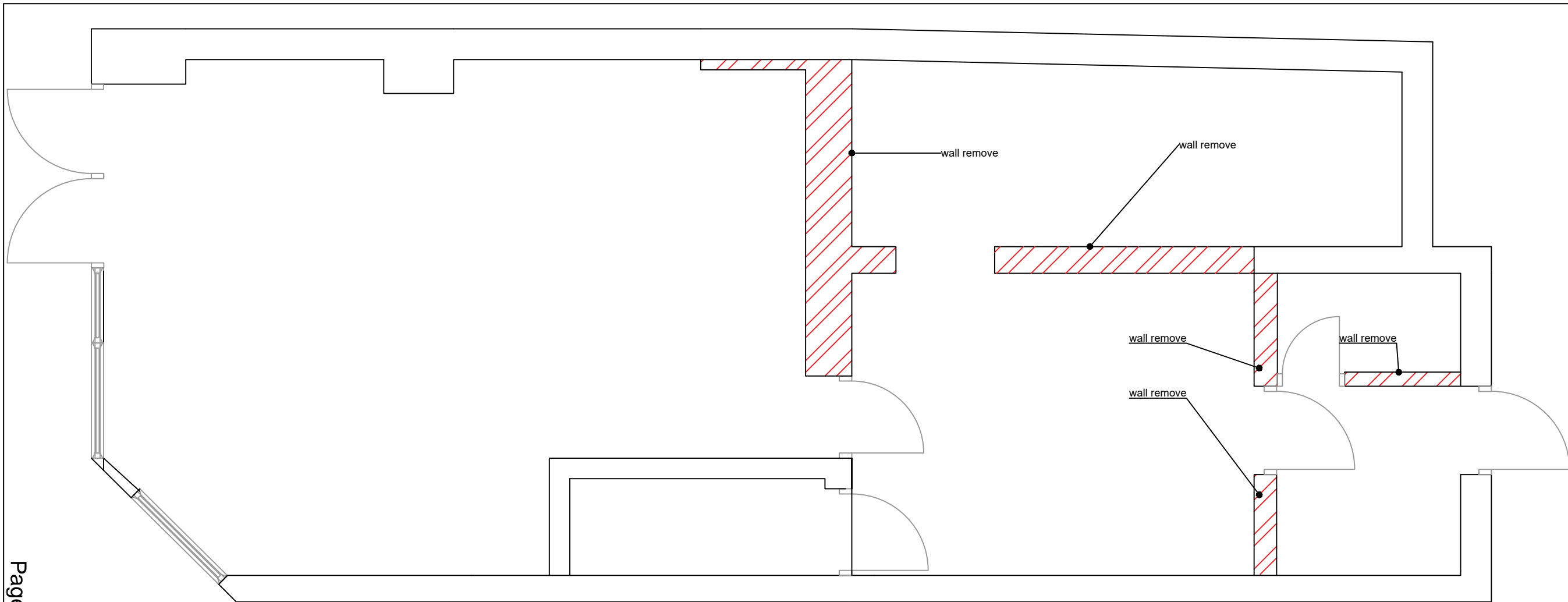
Please provide your mobile number or contact me on.

Kind Regards

Esther Chan

Licensing Inspector

Regulatory Services



REVISION	V1
SCALE	TO FIT PAGE
DATE DRAWN	04/09/24
BRAND	Simplylocal
RETAILERS NAME AND ADDRESS	217 Cricklewood Broadway London NW2 3HS
FLOOR TO CEILING HEIGHT (mm)	<p>2409</p>
AMBEINT RETAIL SHELVING ON PLAN	40
CHILLED RETAIL SHELVING ON PLAN	11
FROZEN RETAIL SHELVING ON PLAN	2

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217

MARTIN NEWS

MARTIN NEWS

PayPoint



SW
ST
Money Transfer



MARTIN NEWS

The storefront of Martin News features several advertisements and product displays. On the left window, there is a large blue advertisement for Oyster Card, featuring the Oyster logo and the text "Oyster Card" and "oyster". Below this, there is a yellow advertisement for "PP PayPoint" and "The National Lottery". To the right of the Oyster Card ad, there is a smaller advertisement for "amazon top pickup point" with the Amazon logo and "FREE CASH HERE". Above the Amazon ad, there is a sign for "Crubb". In the center window, there is a display of "Buzz" magazines with a "59 or 2 For £1" sign and a "DROP OFF" sign. To the right of the center window, there is a display of "small world" Money Transfer services. Below this, there is a display of Lyca mobile phone plans with options for 5GB, 20GB, and 60GB. To the left of the Lyca display, there is a display for "Chipping Lights Every Day" with the text "Add some play to Christmas Day".

PayPoint
P

SW
ST
Money Transfer

Do more at your local store
Mobile Top Up | Energy Top Up | Digital Vouchers
Bill Payments | TV Licensing



IT IS ILLEGAL TO
BUY TOBACCO
PRODUCTS TO
ANYONE UNDER
THE AGE OF 18

no ID
no sale!

IT IS ILLEGAL TO
BUY ANY FORM OF
LOTTERY TICKET OR
SCATCH CARD TO
ANY PERSON UNDER
THE AGE OF 18

E-cigarettes

Changing Lives Every Day

WHAT DO YOU
NEED TO FIND
YOU'RE
LOOKING FOR?
WHEN TO PURCHASE
SOME PRODUCTS PLEASE
ASK A MEMBER OF STAFF

LOGIC
COMPACT
CLICK IT,
VAPE IT.

Lyca
Mobile
20GB
0GB

Christmas
3 for £5.99
YOUR Skin COULD BE WORSE

Various snack and confectionery items on shelves, including brands like Mars, Cadbury, and others.

3 A
GREAT
DATA DEAL

Andrex Supreme Quilts
Ultimate Quilto Comfort
Classic Clean
Gently Clean

Andrex Complete Clean
£3.99

NICKY
KITCHEN TOWELS
PLY

Soft
£5.39
best

Red Bull



FRESH



MILK



YOUR Sun COULD BE WORTH £15K

SAVE 30% CASH + TREATS + FRILLS

Keep up with the times. Pick up your copy today.

FORGOTTEN HOW TO SATURDAY?

Pick up the new Saturday only in the Guardian



or 2
For £1

Buzz

tobacco

no sale

SECURITY NOTICE

Our tobacco is protected by GPS tracking technology

COLLAGES HAVE NO ACCESS TO THE TECHNOLOGY

CONTAINS NICOTINE

We won't tolerate abuse of our staff

All incidents will be reported

CAN'T FIND WHAT YOU'RE LOOKING FOR?

IF YOU WISH TO PURCHASE TOBACCO PRODUCTS PLEASE ASK A MEMBER OF STAFF

IT IS LEGAL TO SELL TOBACCO PRODUCTS TO PEOPLE OVER 18

LOGIC COMPACT
CLICK IT,
VAPE IT.

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**Activ Projects Ltd
Units C1 & C2
Hortonpark industrial estate
Hortonwood 7
Telford
Shropshire
TF1 7GX
Phone -
Mobile -
E-Mail -**

Web site – www.activprojects.co.uk



Approved shop fitter
15th October 2024

Quotation
Simply Local
Cricklewood

Dear Sir,

We have great pleasure in submitting our quotation for the above project. The quotation is to read in conjunction with the plan submitted by Michael Boakes of Simply Local

Quotation **Shelving**

- Supply and fit Arneg IMZ 25 shelving as per plan supplied in ral no.7024.
- Wall shelving will be 2200mm high and will have a profile of base plus 5 shelves.
- Gondola shelving will be 1816mm high and will have a profile of base plus 5 shelves.
- Epos to all shelving
- Ral 7024 kick-plates to all shelving
- 55 x acrylic risers complete with chrome supports.

Shop fitting works

- 1 x 2300mm shelving counter complete with solid surface top
- 2 x 800mm Cigarette draw banks, 4 draws high to base shelves at rear of counter.
- 6 x Wall ends panels as per plan
- 6 x Plain EPU end panels as per plan
- 1 x Full gondola end panel as per plan
- All wall cladding will be done in Eggar laminated slat/plain boards as per plan
- Grey Gradus Skirting to the wall cladding and Pillars
- 30mtrs canopy to perimeter of store

Labour/delivery/accommodation/Miscellaneous



Activ Projects Ltd, Hortonpark, Hortonwood 7, Telford, TF17GX
01952 459970 / sales@activprojects.co.uk / www.activprojects.co.uk



- Labour
- Health and safety pack
- 2 x 8yard Skip's during refit
- Delivery of equipment
- Removal of all existing refrigeration/plant
- Decoration as required to store

Refrigeration

1 x 1875mm Arneg Osaka Air – extra height 2160mm high

3 x 3750mm Arneg Osaka Air – extra height 2160mm high

- Ral no.7024 colour to the internal/external of cabinet (white for freezers)
- Canopy lighting.
- Epos to all shelves
- Perspex risers as required.
- Double glazed doors
- 5 x shelves per bay
- 2 x JE Hall units to run refrigeration

1 x 2 Door integral freezer

Flooring

Subject to site survey

- Supply and fit Karndean Opus LVT
- 2-part epoxy DPM resin applied to surface (subject to survey may not be required and just latex)

Ceiling



Activ Projects Ltd, Hortonpark, Hortonwood 7, Telford, TF17GX
01952 459970 / sales@activprojects.co.uk / www.activprojects.co.uk



- Supply and fit Dano wipe clean tile to a 600mm x 600mm grid to sales area in a Armstrong grid

Lighting

- Supply and fit 600mm x 600mm LED panels to ceiling grid
- 2 x Emergency lighting

Building works

Subject to full site survey

- Structural works as per details supplied

Electrical

- All electrical works as required to all equipment being supplied by Activ

Shopfront

Subject to site survey

- Replace existing shopfront as per plan with manual swing door

Summary of Prices

Shelving	£ 7,923.03
Shopfitting works	£ 9,306.27
Refrigeration	£41,235.43
Flooring	£ 7,194.43
Ceiling	£ 1,969.72
Lighting	£ 969.71
Building works	£25,823.79
Electrical	£ 6,943.44
Shopfront	£12,516.63
Installation	£12,617.56

Grand Total **£126,500.00**

All prices quoted are exclusive of vat.

Payment Terms

35% with order
 30% on delivery
 30% on practical completion
 5% 14 days after practical completion



Activ Projects Ltd, Hortonpark, Hortonwood 7, Telford, TF17GX
 01952 459970 / sales@activprojects.co.uk / www.activprojects.co.uk



Asbestos

In accordance with recent legislation regarding the management of asbestos in non-domestic premises, we would remind you that the responsibility for complying with the duty to manage any potential risk of exposure to asbestos is yours and therefore we expect you to have taken reasonable steps to determine if there are any asbestos containing materials in your premises and any necessary checks have been carried out by licensed contractors. Further details and advice can be found at www.hsa.gov.uk/asbestos/.

Exclusions

Unless specified above please note that the following items are excluded from this quote:

- Shop fronts or Shutters
- Lighting
- Counter, end panel or raised floor
- Bartuf News, Magazines, or crisps shelving
- Cladding other than shown on plan including any exposed beams
- Air conditioning
- Building works
- Burglar alarm or CCTV systems
- Telephones
- Interior / exterior signage
- Supplier stands, Ice Cream Freezers, Card Units, etc.
- Back up refrigeration
- Epos tills
- Out of hours or weekend works
- Exterior decorations
- Fruit & Veg pricing kit

Notes: - See Attached Terms & Conditions

This quote assumes that normal working hours apply.

Our standard 1-year refrigeration warranty is included on all new equipment supplied. Stock losses are not included.

Refrigeration: -

Noise – The Activ Projects will fit as standard (unless otherwise stated) low noise scroll units (details available on request) to all remote fridge units. However, it is the customer's responsibility to ensure the noise emitted from these units fall in line with local authority requirements.

Heat – All integral refrigeration units give off differing levels of heat. It is the customer's responsibility to ensure adequate measures (i.e. air con or extraction) have been taken to remove this heat if so required.



Activ Projects Ltd, Hortonpark, Hortonwood 7, Telford, TF17GX
01952 459970 / sales@activprojects.co.uk / www.activprojects.co.uk



Any Local Authority consents required are the retailer's responsibility. Activ Projects accepts no responsibility for obtaining permissions, unless instructed otherwise in writing from the customer.

I trust you will find our quotation to be of interest and I look forward to seeing you again shortly to progress matters further.

With kind regards

Chris Hughes

Mobile No.



Activ Projects Ltd, Hortonpark, Hortonwood 7, Telford, TF17GX
01952 459970 / sales@activprojects.co.uk / www.activprojects.co.uk



We the undersigned would like to support the application to grant the license to Martin News 217 Cricklewood Broadway NW2-3hs.

This is our local shop and a grant of license will make this place a one stop solution for us residents as the shop will be selling all groceries and beer wine etc. so we will benefit from buying all our Essentials from tobacco to groceries, wines to spirits and newspapers to buss pass and lotteries under one roof.

We request council to grant the license to the shop.

Name	Address	Phone No.	Signature
[REDACTED]	ASTFORD HSE ASTFORD RD LONDON NW2	[REDACTED]	[REDACTED]
[REDACTED]	D LIVER RD	[REDACTED]	[REDACTED]
[REDACTED]	NW2 4JT	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6A		[REDACTED]
[REDACTED]	NW2 1TA		[REDACTED]
[REDACTED]	NW2 3ET		[REDACTED]
[REDACTED]	NW2 6AH	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6DL		[REDACTED]
[REDACTED]	NW2 3HS		[REDACTED]
[REDACTED]	NW2 6SX		[REDACTED]
[REDACTED]	olive road		[REDACTED]
[REDACTED]	Ashford Road		[REDACTED]
[REDACTED]	Cedar Road		[REDACTED]
[REDACTED]	DOLIS HILL		[REDACTED]
[REDACTED]	CEAR RD		[REDACTED]
[REDACTED]	907 RD		[REDACTED]
[REDACTED]	NW2 6SS		[REDACTED]
[REDACTED]	Olive Road		[REDACTED]

	Dolls Hill	
	Cedar Road	
	Twy Road	
	Olive Road	
	Arson Road	
	Briar Road	
	St. Michael Road	
	Heber Road	
	Howard Road	
	Cedar Road	
	DOLLIS HILL	
	Mora Road	
	Glacstone Run Road	
	Olive Road	
	Briar Road	
	NW2 GSA	
	Cedar Road	
	ASHFORD RD	
	Twy Road	
	St. Michael RD	
	Heber RD	
	Dollis Hill	
	NW2 4JT	
	NW2 3ET	

BRITISH AIRWAYS
 001-234-5678
 1234567890

NAME: Access number: Signature:

	<p><input checked="" type="checkbox"/> MILBURN 2314 103 10/01/01 SAC <input checked="" type="checkbox"/> MILBURN LEAFC AWARDER NUP Olive Point RW2 642 NW 1/1A</p> <p>CRIGGWOOD BREWSTER CRIGGWOOD BREWSTER CRIGGWOOD BREWSTER</p> <p><input checked="" type="checkbox"/> CALTONHAY Kelburn <input checked="" type="checkbox"/> ADINROCK London NW2 6PL NW2 10A CAMMIE GARRE NW2 6NY</p> <p>NW2 3HP NW 2650 NW 2 6W NW 2650 NW 20 6RU NW 2 6NU NW 2 6PP NW 2 6PK</p>	
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Sale

£0.00

We the undersigned would like to support the application to grant the license to Martha News 217 Cricklewood Broadway NW2-3hs.

This is our local shop and a grant of license will make this place a one stop solution for us residents as the shop will be selling all groceries and beer wine etc. so we will benefit from buying all our Essentials from tobacco to groceries, wines to spirits and newspapers to buss pass and lotteries under one roof.

We request council to grant the license to the shop.

Name	Address	Phone No.	Signature
[REDACTED]	[REDACTED] Busch Rd Grove NW2 3LY	[REDACTED]	[REDACTED]
[REDACTED]	NW2 1HS	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6EQ	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6KP	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6DA	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6BT	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6BT	[REDACTED]	[REDACTED]
[REDACTED]	T. DEVIN	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6TR	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6TA	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6A	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6DU	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6LB	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6EK	[REDACTED]	[REDACTED]
[REDACTED]	NW2 3LB	[REDACTED]	[REDACTED]
[REDACTED]	NW2 6DU	[REDACTED]	[REDACTED]

Adrian Metro

OYSTER SALES SERVICE

£0.00

1 2 3

ADM Training Services
8 Oxford Road
Harrow
HA1 4JF

4 December 2024

Our Ref: 33338

Dear Sir/Madam,

Licensing Representation to the Initial Application for the Premises Licence at Martin News, 217 Cricklewood Broadway, NW2 3HS

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

An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a new premises licence under section 17 of the Act.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

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

Cumulative Impact Zone (CIZ)

The Council has established twelve (12) Cumulative Impact Zones (CIZs) in Brent. The purpose of these CIZs is to address levels of crime and disorder, and anti-social behaviour, particularly associated with street drinking. Therefore, the CIZs will specifically relate to new applications and variations for off-licences.

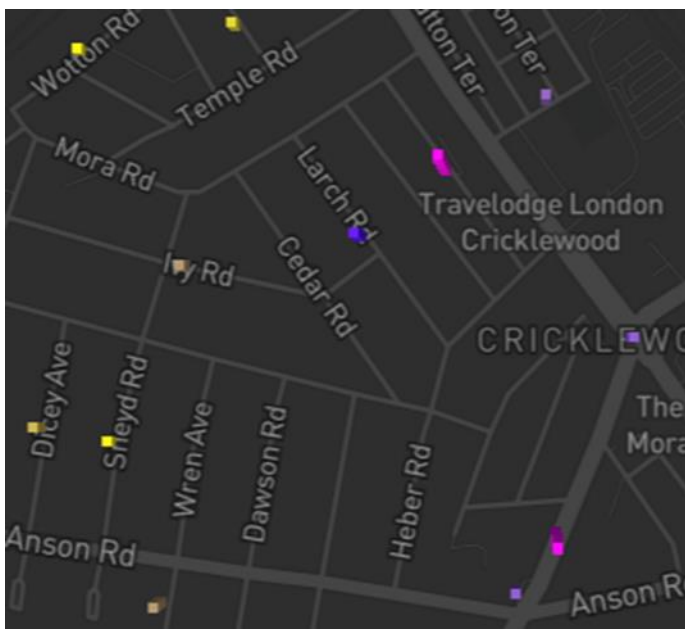
Cricklewood Broadway

Cricklewood Broadway is a busy High Street with a variety of shops on one side of the Broadway which is in Brent. The data shows that there is a high level of ASB.

This is a new CIZ for Brent.

Between 1 July 2021 and 30 June 2022 there were 238 reports to the police, including 149 relating to anti-social behaviour, 2 relating to public order breaches and 81 reports relating to violence.

The below map shows violence with injury crimes.



The Premises

The premises, namely, Martin News, 217 Cricklewood Broadway, NW2 3HS, falls within one of Brent's CIZs.



Off Licences in the Vicinity

Trading Name/ Address	Hours for the Supply of Alcohol	Distance
Millennium Food & Wine, 211 Cricklewood Broadway, London NW2 3HS	Sunday to Thursday - 07.30 to 02.00 Friday to Saturday - 07.30 to 03.00	1min walking distance (33 ft)

Euro Food & Wine, 219 Cricklewood Broadway, London NW2 3HP	Monday to Saturday - 08.00 to 23.00 Sunday - 10.00 to 22.30	1 min walking distance (62ft)
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Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and it is an offence for a person to fails to comply with a request to cease drinking alcohol by an authorised officer.

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

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

In practice, the enforcement of such measures is constrained by the limited availability of police resources. This highlights the increased responsibility of establishments selling alcohol for off-site consumption. It is evident that the absence of off-licences would lead to a reduction in the number of street drinkers.

Operational Plan & Conditions

On Wednesday 27 November 2024, Mr Shamoon Chaudhary and I had a telephone conversation to discuss the nature of the application for a new premises licence. The followings questions were asked.

Business Information

1. Please confirm who is the business rate payer?

SC – *I am the leaseholder, I pay the business rates.*

2. How long have you had the business?

SC – *Before the pandemic but I signed the lease for 25 years in 2023.*

Operating Schedule/Licensable Activities

3. Did you read the application and happy with the content?

SC- Yes

4. Are you aware that the premises fall in a CIZ and do you know what that means?

SC – *The whole of Brent has a lot of issues, I live in Brent and know the issues.*

5. Are you aware of any issues in the area? Can you explain any specific ASB issues near the premises?

SC – *I never experienced any issues. The premises had a licence, I brought the shop in goodwill. When I paid the deposit, my solicitor informed me that the licence was surrendered.*

6. What sort of products and services do you offer at the moment?

SC - *It's a small newsagent, we offer newspaper rounds, tobacco. I want to convert shop into a mini supermarket.*

7. There are many existing off licences in local area, why do you want to open another off licence?

SC – *This shop used to generate £15,000 on Oyster Card services and £12,000 on lottery. After the pandemic, the other shops applied for both Oyster Card and Lottery services. I've lost £6000 on Oyster Card and £3000 on lottery services.*

8. What sort of alcoholic beverages will you supply?

SC – *Fine wines, drinks not associated with street drinkers. My customers are delicate. Street drinkers drink beers and ciders at high alcohol volumes from my experience.*

9. Do you intend to supply single can/bottle of alcohol beverages?

SC - *The buying power has been influenced by inflation, therefore I would like to offer single cans.*

10. Do you intend to supply beers, ciders and lagers over 6%abv?

SC – *No.*

11. When did you obtain your personal licence?

SC – *Around 2011/2012.*

12. Explain the 4 licensing objectives?

SC – *Prevention of crime and disorder, not sell to street drinkers. Public safety. Public nuisance, put policies in place and notices to request customers to respect the neighbourhood. Protection of children from harm, children must be accompanied by an adult and only two children in uniform permitted in the premises at all times.*

13. What age verification policy will you adopt.

SC – *Challenge 25 policy.*

14. Do you experience running an off licence?

SC – *Yes, I have 12 years of experience and run another shop in Enfield.*

15. How many staff will you employ?

SC – *At present, I employ 1 staff. If the premises is licensed, I can employ up to 7 staff members.*

16. How many hold a PLH?

SC – *The manager hold a personal licence.*

17. Who will be responsible for the training?

SC – *The manager will be responsible for training.*

Opening Hours

Having discussed the proposed hours with the applicant, Mr Chaudhary is happy to reduce the hours for the supply of alcohol to:

Monday – Friday from 08:00hrs to 12:00hrs
Saturday – Sunday from 08:00hrs to 02:00hrs

Mr Chaudhary emphasised that the premises is located in the 'Broadway', customers will visit the premises after work in the later hours, therefore he needs to retain the customers by providing alcohol at later hours.

The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in a crime hot spot and in this case the applicant has not provided such information to support this.

Mr Chaudhary stated that he intends to provide evidence in support of his future plan to convert the premises to a mini supermarket, should the application be granted. This in turn, would generate more employment.

On 29 November 2024, Mr Chaudhary submitted the following documents in support of his application via email.

- Pictures of the shop
- Petition in support of application for a new premises licence
- Proposed Plan (Mini Supermarket) drawn on 04/09/24
- Activ Quote for the internal changes.

Summary

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

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

While Mr Chaudhary was able to explain the licensing objectives, I am mindful that the area is saturated with off licences. Furthermore, there is no evidence to support that the applicant is offering anything niche in the market.

It is on this basis, that the Licensing Authority ask that the application for a new application of the premises licence is **refused** by the Licensing Sub-Committee.

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

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

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.

2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire server area and till.
4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. A "Challenge 25" policy shall be adopted and adhered to at all times.
6. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
7. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
8. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.
9. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.
10. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
11. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
12. A single incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
13. No high strength beers, lagers, and ciders above 6% ABV shall be stocked or sold at the premises.
14. No single cans of beer, lager or cider be sold.
15. No miniatures (5cl or 50ml) to be sold.

16. A clear and unobstructed view into the premises shall be maintained at all times.
17. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).
18. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.
19. A suitable intruder alarm and panic button shall be fitted and maintained.
20. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.
21. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
22. An electronic till prompt should be used for all alcohol sales.
23. The premises shall be staffed by a minimum of two persons at all times.

Supply of Alcohol (Changed)

Monday – Friday from 08:00hrs to 12:00hrs
Saturday – Sunday from 08:00hrs to 02:00hrs

Opening Hours (No Change)

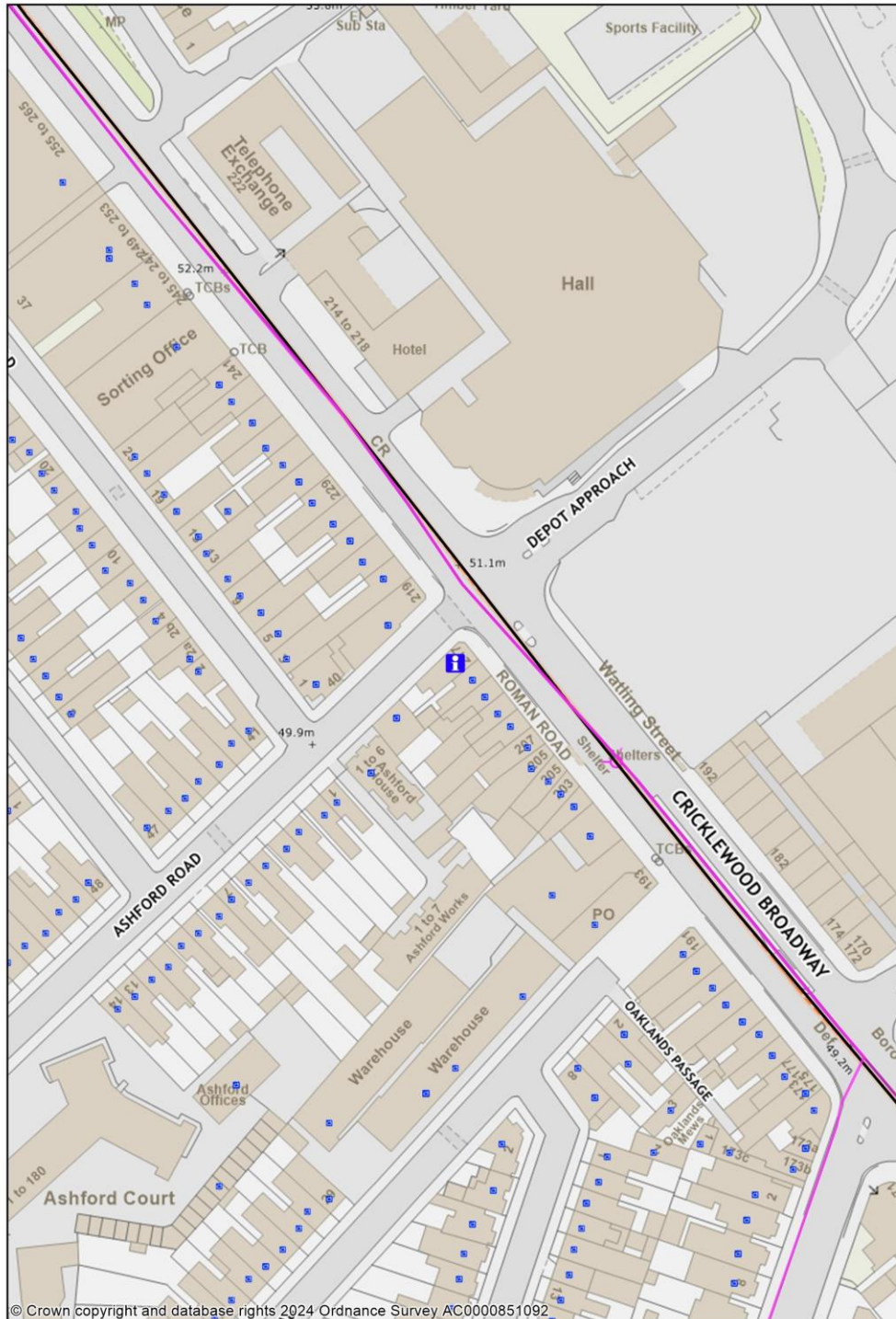
Monday to Sunday – 06:00hrs to 02:00hrs

Yours sincerely,



Esther Chan
Licensing Inspector

Basemap Map



1:1250

0 0.02 0.04 kilometres



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