



Alcohol and Entertainment Licensing Sub-Committee

Monday 12 May 2025 at 2.00 pm

This will be held as an online virtual Meeting

Membership:

Members

Councillors:

Ahmed (Chair)
Mahmood
L. Smith

Substitute Members:

Councillors:

Akram, Bajwa, Chohan, Clinton, Hylton, Long,
Rajan Seelan

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

The press and public are welcome to attend this meeting as an online virtual meeting by following the proceedings via the webcast available [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 a Variation to a Premises Licence by Kandasamy Manimaran for the premises known as Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ, pursuant to the provisions of the Licensing Act 2003	1 - 38



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

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LICENSING ACT 2003

Application for a Variation to a Premises Licence

1. The Application

Name of Applicant:	Kandasamy Manimaran
Name & Address of Premises:	Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ
Applicants Agent:	

1. Application

The application is to vary the licence as follows:

Amend Condition 6:

From “6. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked with exception of Lion Stout (7.5%).”

To “6. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked with exception of Lion Stout, Dragon Stout & Guinness”.

Remove Condition 8: “No single cans of beers, lagers and ciders shall be sold at the premises.”

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.

The premises are currently licensed for:

Late Night Refreshment, the Sale of Alcohol and to remain open 24 hours a day Monday to Sunday.

3. Promotion of the Licensing Objectives

See page 11 of the application

4. Relevant Representations

Representations have been received from the 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. Associated Papers

- A. Application Form & plan
- B. Police Representation
- C. Licensing Rep
- D. Current Licence
- E. OS Map

APPLICATION TO VARY A PREMISES LICENCE

Application to vary a premises licence
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 Kandasamy Manimaran

..... *[insert name of applicant(s)]* being the
premises licence holder, apply to vary a premises licence under section 34 of the Licensing
Act 2003 for the premises described in Part 1 below

Premises licence number

175105

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description	
Malar Cash & Carry 541 - 543 High Road	
Post Town	Wembley
Post Code	HA0 2DJ

Telephone number at premises (if any)

Non-domestic rateable value of premises

£ 91 000.00

Part 2 - Applicant details

Daytime contact telephone number			
E-mail address (optional)			
Current postal address if different from premises address			
Post Town		Post Code	

Part 3 - Variation

Please tick ☒ Yes

Do you want the proposed variation to have effect as soon as possible?



If not do you want the variation to take effect from

Day		Month		Year			

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see guidance note 1)

☐ Yes

☒ No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

1. Amend Condition – 6

- No high strength beers, lagers and ciders above 6.0% ABV shall be stocked with exception of Lion Stout (7.5%).

To

- No high strength beers, lagers and ciders above 6.0% ABV shall be stocked except for Lion Stout, Dragan Stout & Guinness.

2. Removal of Condition – 8 (single cans)

This is a grocery store specialised in Sri Lankan food and household items. We do sell wide range of Sri Lankan products mainly food, cooking ingredients. Alcohol and other drinks are small part of our product lines.

We have number of strict conditions to promote the licensing objectives including tagging all our alcohols. We used to sell craft beers like Lion Stout for very long time as these are purchased by our regular Asian customers. However, in the recent years, the manufacturers of these beer have increased the ABV of these brands without any alternatives. Due to the condition No. 6 on our Premises licence, we are now unable to sell these products. As a result, we are now started losing our regular customers and we unable carryout the business which we were doing for the past number of years without any issues.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend

Part 4 – Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Please tick ✓ **Yes**

Provision of regulated entertainment (please see guidance note 3)

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

<u>Provision of late night refreshment (if ticking yes, fill in box I)</u>	<input type="checkbox"/>
--	--------------------------

<u>Sale by retail of alcohol (if ticking yes, fill in box J)</u>	<input type="checkbox"/>
--	--------------------------

In all cases complete boxes K, L and M

A		
Plays		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the performance of a play take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for performing plays (please read guidance note 6)

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 (please read guidance note 7)

B		
Films		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the exhibition of films take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for the exhibition of films (please read guidance note 6)

Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 7)

C		
Indoor sporting events		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Please give further details (please read guidance note 5)		Indoors	Outdoors	Both

State any seasonal variations for indoor sporting events (please read guidance note 6)

Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 7)

D		
Boxing or wrestling entertainments		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for boxing or wrestling entertainment (please read guidance note 6)

Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 7)

statement 4 Premises - Variation 2017 with GDPR

statement 5 Premises - Variation 2017 with GDPR

E		
Live Music		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the performance of live music take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for the performance of live music (please read guidance note 6)

Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 7)

G		
Performances of dance		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the performance of dance take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for the performance of dance (please read guidance note 6)

Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times to those listed in the column on the left, please list (please read guidance note 7)

F		
Recorded music		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Will the playing of recorded music take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)		Indoors	Outdoors	Both

Please give further details here (please read guidance note 5)

State any seasonal variations for playing recorded music (please read guidance note 6)

Non standard timings. Where you intend to use the premises for the playing of recorded music entertainment at different times to those listed in the column on the left, please list (please read guidance note 7)

H		
Anything of a similar description to that falling within (e), (f) or (g)		
Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

Please give a description of the type of entertainment you will be providing		Indoors	Outdoors	Both

Will this entertainment take place indoors or outdoors or both – please tick [✓] (please read guidance note 4)

Please give further details here (please read guidance note 5)

State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 6)

Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 7)

statement 6 Premises - Variation 2017 with GDPR

statement 7 Premises - Variation 2017 with GDPR

I

Late night refreshment Standard days and timings (please read guidance note 8)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for the provision of late night refreshment (please read guidance note 6)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 7)		
Sat					
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 8)			Will the supply of alcohol be for consumption (Please tick box ✓) (please read guidance note 9)	On the premises	
				Off the premises	
				Both	
Day	Start	Finish			
Mon			State any seasonal variations for the supply of alcohol (please read guidance note 6)		
Tue					
Wed			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 7)		
Thur					
Fri					
Sat					
Sun					

IN ALL CASES PLEASE COMPLETE K, L, & M BELOW

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 10)

L

Hours premises are open to the public Standard days and timings (please read guidance note 8)			<u>State any seasonal variation (please read guidance note 6)</u>
Day	Start	Finish	<u>Non-standard timings. Where you intend the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 7)</u>
Mon			
Tue			
Wed			
Thur			
Fri			
Sat			
Sun			

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking

Condition No. 6

Condition No. 8

Please tick ✓ Yes

▪ I have enclosed the premises licence



▪ I have enclosed the relevant part of the premises licence



If you have not ticked one of these boxes please fill in reasons for not including the licence, or part of it, below

Reasons why I have failed to enclose the premises licence or relevant part of premises licence

M Describe any additional steps that you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d, e) (please read guidance note 11)

b) The prevention of crime and disorder

c) Public safety

d) The prevention of public nuisance

e) The protection of children from harm


Please tick ✓ Yes

- I have made or enclosed payment of the fee ☒
- I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy ☐
- I have sent copies of this application and the plan to responsible authorities and others where applicable ☐
- I understand that I must now advertise my application ☒
- I have enclosed the premises licence or relevant part of it or explanation ☒
- I understand that if I do not comply with the above requirements my application will be rejected ☒

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.

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent. (Please read guidance note 13). **If signing on behalf of the applicant please state in what capacity.**

Signature  **Naga Rajesh**
Date **18/03/2025**
Capacity **Authorised Agent**

Where the premises licence is jointly held signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent. (Please read guidance note 14). **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 15)

Mr Naga Rajesh

[Redacted address line 1]

Post town [Redacted] Post code [Redacted]

Telephone number [Redacted]

If you would prefer us to correspond with you by e-mail your e-mail address (optional)

[Redacted email address]



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Malar Cash & Carry

541-543, High Road
Wembley
Middlesex
HA0 2DJ

**Brent Borough Licensing
NW CU**

Wembley Police Station
603 Harrow Road
Wembley
HA0 2HH

Tel:

Email: Brendon.McInness@met.police.uk

NWmailbox.brentlicensing@met.police.uk

Web: www.met.police.uk

Your ref: 34443

Our ref: 01QK/198/25/1187NW

Date: 22/04/2025

Police representations to Vary a Premises Licence application for 'Malar Cash & Carry, 541-543, High Road, HA0 2DJ.

I certify that I have considered the application shown above and I **wish to make representations** that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below

Officer: **Brendon McInnes**
Licensing Constable PC 1187NW

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 to Vary a premises licence under section 34 of the act.

The Police representations are concerned with the Prevention of crime and disorder, Public safety and the prevention of public nuisance of the licensing objectives.

The Application

The application was received by police on the 25/03/2025.

The application is to amend **condition 6** from:

"No high strength beers, Lagers and ciders above 6% ABV shall stocked with the exception of Lion Stout (7.5%)"

To

"No high strength Beers, Lagers and Ciders above 6% ABV shall be stocked except for Lion Stout, Dragon Stout & Guinness."

And to remove **condition 8**: The sale of single cans.

The venue is situated on Harrow Road, Wembley which falls in the CIZ (Cumulative Impact Zone)
“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.”

Public Space Protection Order (PSPO)

The entire borough of Brent is covered by a Public Space Protection Order (PSPO). This piece of legislation was introduced to combat the rising level in street crime and ASB, a vast quantity of which is alcohol fuelled. Any new venue asking for the sale of alcohol to be added to its license could inadvertently add to this ongoing issue. Therefore all applications and their conditions need to be closely scrutinized to avoid adding to the crime and ASB on the Brent Borough

The venue in question already have an issue with street drinking and show no regard for the CIZ or the PSPO policies.

During the consultation period I have visited the venue on a number of occasions in the early hours of the morning and have taken the below pictures. The pictures are of the neighbouring premises where a ledge is available for drinkers to place their alcohol as if were in a bar. This particular neighbouring premises also provide shelter from the rain which makes this an ideal place to meet up and drink.

The below images were taken on the 10/04/2025 at 05:50hrs:



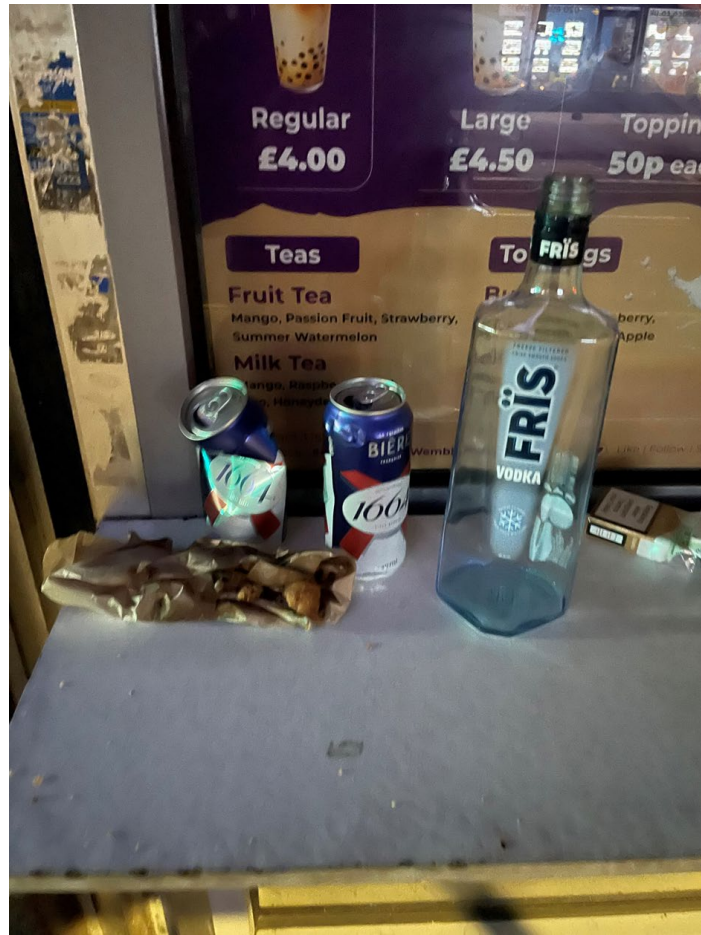
An empty spirit bottle with the label of Marla Cash & Carry on it.



A discarded Carlsberg can with the label of Marla Cash & Carry on it

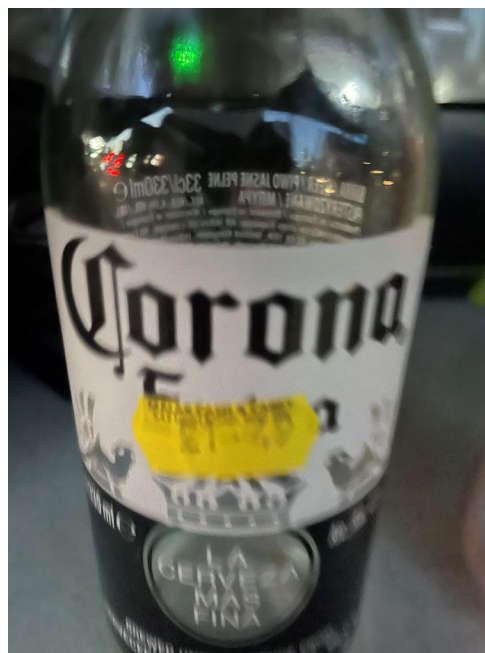


Discarded lager cans and other rubbish left behind.



Empty Lager Cans and empty bottle of Vodka.

The below images were taken on the 17/04/2025 at 05:40hrs:



Empty bottle of Corona Lager with the label of Marla Cash & Carry on it identifying which venue it provided it.



More empty bottles of lager and cans of lager with the labels of Marla Cash and Carry on them along with other rubbish discarded on the street. Also smashed glass bottles on the floor.



Again empty bottles of Corona Lager with the labels of Marla Cash and Carry on them with smashed glass on the floor.



On the 17/04/2025. I approached the manager of Marla Cash & Carry and pointed out the above to him and reminded him of his obligations under the PSPO to reduce street drinking. His response to me was that they feel intimidated by customers should they be confronted regarding the street drinking.

Should the amendment of condition 6 and the removal of condition 8 be approved this will undermine the licensing objectives and go against Brent Councils policies.

Police strongly appose the variation application. If anything Police feel that the licence should have more stringent conditions to promote the licensing objectives. Such as reducing the hours the venue is permitted to sell alcohol.

Minimum number of cans or bottles to be sold should be no less than four (4) at any one time as this will deter the customers that want to buy a single can or two that will more likely be drank out on the street.

As the applicant wishes to remove the condition of no single cans to be sold and adding extra high strength lagers beers and ciders, this will just add to the street drinking in an area that is already flooded with street drinking. Especially as the weather gets warmer in the coming months.

Crime Ref: 01/982248/24 on the 20/10/2024 at 04:28hrs.

Reports of ASB and Common assault.

Police have spoken to the victim in length about this incident and what has happened. Ranjeet has explained that this is a continuing Anti-Social Behaviour that has taken place outside of the shop where males are consuming NOS Canisters, Khat Tobacco and alcohol outside of the shop whereby they are becoming aggressive

The above report is just one of many ASB incidents that have been reported in and around the area. I just want to highlight that even staff at the venue have acknowledged that the venue is attracting ASB where they congregate outside and consume alcohol. This alcohol is purchased from Marla Cash and Carry as evidenced in the above pictures

Marla Cash & Carry have been previously issued a warning letter for breach of the conditions of their licence and street drinking. This will be sent in supplementary documents.

Again police strongly appose the Variation Application.

Yours Sincerely,

Brendon McInnes PC 1187NW
Licensing Constable Brent Police

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Business Licence
Regulatory Services
Brent Council
Engineers Way
Wembley
HA9 0FJ

17 March 2025

Ref: 34443

Dear Business Licence,

**Licensing Representation – Application to vary the premises licence
Malar Cash & Carry, 541-543 High Road, HA0 2DJ (Premises licence number: 175105)**

The above application has been made pursuant to section 34 of the Licensing Act 2003.

I confirm that I am the delegated officer of the Licensing Authority, in whose area the above-mentioned premises is situated, and authorised for the purposes of exercising its statutory function as a Responsible Authority under the Licensing Act 2003.

I have carefully reviewed the above application, and wish to make a representation on the grounds that, if granted in full, it may undermine one of the four licensing objectives below:

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

Licensing History

The premises licence is held by Kandasamy Manimaran in an individual capacity. He has been both the premises licence holder and the designated premises supervisor since the initial grant in March 2006.

Complaints

The Licensing Authority is aware of the following incident:

On 4 October 2022, the premises failed a test purchase operation carried out by the Metropolitan Police, during which alcohol was sold to a person under 18. A Fixed Penalty Notice was issued to the seller on the same day. Prior to this, on 12 September 2022, the Licensing Authority had also conducted an inspection at the premises and a number of compliance issues were found.

Page 1 of 5

Following on from this, a meeting was held on 2 November 2022 at Brent Civic Centre between Mr Manimaran, the Licensing Authority (Esther Chan, Licensing Enforcement Officer), and the Metropolitan Police (Wembley Town Centre Police Team). A warning letter was subsequently issued to Mr Manimaran, outlining the outstanding issues and what steps he would need to take to resolve these concerns.

It was agreed that no further enforcement action would be taken, if Mr Manimaran submitted an application to vary the premises licence. Mr Manimaran consequently submitted an application as requested shortly afterwards.

[Annex A – Warning Letter Issued by the Licensing Authority 02.11.2022]

Operating Schedule

The current premises permits the following licensable activities and opening hours:

Late night refreshment (on and off the premises): Monday to Sunday, 23:00 – 00:00

The supply of alcohol (off the premises): Monday to Sunday, 00:00 – 00:00 (24 hours)

The opening hours: Monday to Sunday, 00:00 – 00:00 (24 hours)

Proposed Variation

The application proposes the following changes to the Annex Two Conditions:

Amend Condition 6:

From “6. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked with exception of Lion Stout (7.5%).”

To “6. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked with exception of Lion Stout, Dragon Stout & Guinness”.

Remove Condition 8:

“No single cans of beers, lagers and ciders shall be sold at the premises.”

Cumulative Impact Zone (CIZ)

In 2022, Brent Council retained its Cumulative Impact Zones (CIZs) in specified areas, as outlined in the current Statement of Licensing Policy (2025 – 2023), following a review of crime data and alcohol-related incidents.

Cumulative impact refers to the pressure placed on local services and public spaces by a high concentration of licenced premises. Evidence shows a strong link between the density of off-licences and alcohol-led anti-social behaviour. The purpose of the CIZs is to address ongoing issues such as crime, disorder, and anti-social behaviour stemming from street drinking.

The CIZ policy establishes a rebuttable presumption that applications which seek to increase the availability of alcohol, including variations to existing premises licences, will be refused, unless the applicant can demonstrate that the proposed changes will not add to the cumulative impact in the local area.

Further details on the Council's CIZ policy can be found in 'Appendix 6: Cumulative Impact Zones' (page 50 – 65) within the Council's Statement of Licensing Policy.

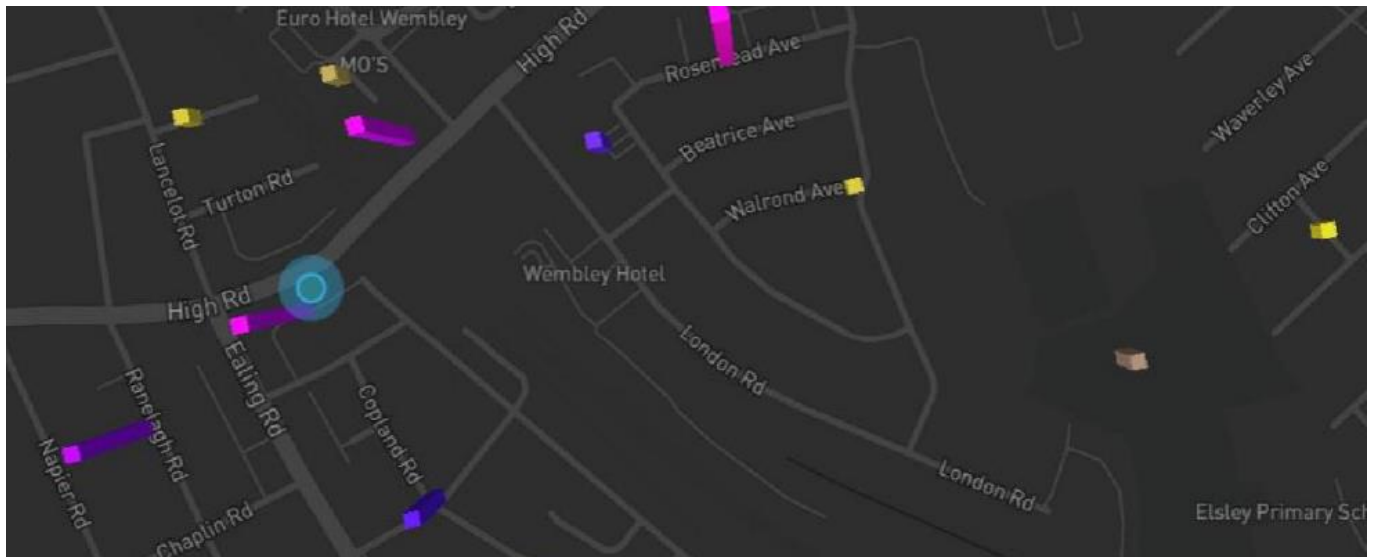
Wembley Central

The High Road in Wembley falls within the Wembley Central CIZ. Brent Council's Statement of Licensing Policy describes this area as having low to medium levels of deprivation and is considered a hotspot for alcohol related calls to the Police relating to crime and anti-social behaviour.

Between July 2019 and June 2022, there were:

- 204 reports to the Police
- 118 related to anti-social behaviour
- 39 related to public order offences
- 18 related to robbery
- 104 categorised as violent/sexual offences.

The below image, available on pages 59 of Brent Council's Statement of Licensing Policy, provides an overview of crime locations within this area.



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 if a person 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

While the PSPO provides enforcement tools, the availability of the police and council resources limits day-to-day enforcement. As such, there is a greater responsibility on off-licence premises not to contribute to street drinking. Without the sale of alcohol from off-licences, the prevalence of street drinking would likely decline.

Location

The premises is situated on the ground floor of a commercial unit at 541 - 543 High Road, Wembley, HA0 2DJ. It forms part of a busy parade of shops which sit beneath a residential block in a high-footfall area.



Summary

The Licensing Authority has no objection to the proposed amendment to Condition 6 to include Dragon Stout and Guinness alongside Lion Stout. This is a minor adjustment to an otherwise robust condition and is unlikely to negatively affect the licensing objectives.

However, the Licensing Authority objects to the proposed removal of Condition 8, which prohibits the sale of single cans of beer, lager, and cider. The availability of single cans could facilitate further street drinking and contribute to crime and disorder within the local area. As such, removing this condition could risk undermining the licensing objective of the prevention of crime and disorder and may be detrimental to the aims that the CIZ policy was introduced to mitigate.

Beyond commercial considerations, the applicant has not provided sufficient evidence to demonstrate that the removal of this condition will not add to the cumulative impact in the local area. Therefore, the Licensing Authority respectfully requests that the Licensing Sub-Committee refuse the proposed removal of Condition 8.

Should the applicant agree to retain Condition 8, the Licensing Authority would be willing to withdraw this representation and permit the proposed amendment to Condition 6.

Many thanks,

Yours sincerely,

A handwritten signature in black ink that reads "E. Maldoom". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Edwin Maldoom
Licensing Enforcement Officer

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Malar Cash & Carry
543 High Road
Wembley
HA0 2DJ

2nd November 2022

Our Ref: 7989

Dear Mr Kadasamy Manimaran,

Licensing Act 2003 – Breach of Premise Licence
Re: Malar Cash & Carry, 543 High Road, Wembley, HA0 2DJ

I am writing to confirm our meeting on Thursday 27th October 2022 at Brent Civic Centre in the presence of Sergeant Michael Sullivan and PC John Inglesant from the Wembley Town Centre Police Team.

The purpose of the meeting was to discuss our investigation concerning the sale of a bottle of alcoholic drink (WKD Blue Original) by a member of your staff at Malar Cash & Carry, 543 High Road, Wembley, HA0 2DJ on Tuesday 4th October 2022 to a person under the age of 18 years old.

The sale of alcohol to persons under 18 years old is prohibited under the Licensing Act 2003. The penalty for infringing this legislation is an unlimited fine. Your member of staff was issued with a penalty notice of £90 by the Police.

Following our meeting, I have given this case careful consideration, and decided that on this occasion, we will not institute legal proceedings against you or review the premise licence on the grounds that you submit a **full variation application** by Thursday 24th November 2022 to propose the following:

- Modify the conditions attached to Annex 2 of the premise licence (refer to proposed conditions attached). The proposed conditions will supersede the existing conditions on grant of the premise licence.
 - Modify the hours for the Supply of Alcohol and Opening Hours, namely on Sunday and Monday
 - Add Licensable Activities to include Late Night Refreshments
 - Modify the Plan
 - Please ensure you enter the address as 541-543 High Road, Wembley, Wembley, HA0 2DJ on the variation application form.
-

You may wish to seek independent advice on how you can vary the premise licence to modify the hours, licensable activities and conditions.

I must advise you that if we find further evidence that you are undermining the licensing objectives, we will take further action in the form of a review of the premise licence and/or prosecution.

Further unannounced visits to the business premises will be made to check compliance.

Please do not hesitate to contact me should you wish to discuss this matter.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'E Chan', written in a cursive style.

Esther Chan
Licensing Inspector
Regulatory Services

cc. Wembley Town Centre Police
Trading Standards

London Borough of Brent

Premises Licence

Part A

*This Premises Licence was granted by Brent Council, Licensing Authority for the area of the Borough of Brent under the
Licensing Act 2003*

Original grant date: 03 March 2006
Current issue date: 14 January 2023



Authorised signatory

Premises licence number: 175105

Part 1 – Premises Details

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

Malar Cash & Carry
541 - 543 High Road, Wembley, Brent, HA0 2DJ

Where the licence is time limited the dates

Licensable activities authorised by the licence

Section I: Provision of late night refreshment: Both
Section J: Sale of alcohol: Off the premises

The times the licence authorises the carrying out of licensable activities

Section I: Provision of Late Night Refreshments:Both

Day	Start Time	End Time
Monday	23:00	00:00
Tuesday	23:00	00:00
Wednesday	23:00	00:00
Thursday	23:00	00:00
Friday	23:00	00:00
Saturday	23:00	00:00
Sunday	23:00	00:00

Section J: Sale or Supply of Alcohol: Off the premises

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

The opening hours of the premises

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

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

Off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of the premises licence

Kandasamy Manimaran

Registered number of holder, for example company number, charity number (where applicable)

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Kandasamy Manimaran

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Licence Number:

Issuing authority:

Annex 1 – Mandatory conditions

Age Verification Policy

- (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

Minimum Price of Alcohol

1.A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2.For the purposes of the condition set out in paragraph 1—

(a)—duty|| is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b)—permitted price|| is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i)P is the permitted price,

(ii)D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii)V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c)—relevant person|| means, in relation to premises in respect of which there is in force a premises licence—

(i)the holder of the premises licence,

(ii)the designated premises supervisor (if any) in respect of such a licence, or

(iii)the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) —relevant person|| means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e)—valued added tax|| means value added tax charged in accordance with the Value Added Tax Act 1994.

3.Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (—the first day||) would be different from the permitted price on the next day (—the second day||) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Requirement for a DPS

(1) No supply of alcohol may be made under the premises licence-

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or their personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Door Supervisors and Security Staff to be Licensed by the SIA (Only if required)

Where the licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

a) premises where the premises licence authorises plays or films

b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001

Annex 2 – Conditions consistent with the operating schedule

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. This must comply with the Data Protection Act including signage.

2. CCTV camera shall be installed to cover the entrance of the premises and the internal licensed area.

3. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies

of recent CCTV images or data in a playable format with the absolute minimum of delay when requested.

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. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked with exception of LION STOUT(7.5%).

7. All alcoholic drinks shall be clearly labelled or marked with the name of the premise.

8. No single cans of beers, lagers and ciders shall be sold at the premises.

9. The premises will not supply or sell single drinking containers such as single plastic disposable cups.

10. During a sale of alcohol, the premises will not open any container the alcohol is contained in.

11. An age verification scheme, such as Challenge 25, must be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a photo driving licence, passport, PASS accredited proof of age card or military ID card. Staff shall be trained in the adopted age verification scheme.

12. A sign stating "No proof of age -- No sale" shall be displayed at the point of sale

13. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of the entrance to the premises.

14. 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.

15. All staff employed at the premises shall be fully trained in making sales of alcohol and in particular how to manage issues in relation to underage sales and dealing with intoxicated persons and street drinkers. The training shall be documented and made available to the police or officers authorised by the licensing authority upon reasonable request.

16. 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) any complaints received
- (b) any incidents
- (c) any faults in the CCTV system
- (d) any visit by a relevant authority or emergency service.

17. A refusal book detailing date and time of the refused sale, the name of the person refusing the sale and a description of the person attempting to purchase alcohol, shall be kept and maintained and made available for inspection at the premises.

18. The following crime prevention measures shall be implemented:

- * A time delay safe with deposit slot and anti-fishing mechanisms must be used at the counter till area
- * Regular robbery awareness and cash minimisation training shall be given to all staff.

19. The Premises Licence Holder shall produce proof of full compliance with the Home Office "AN EMPLOYERS GUIDE TO RIGHT TO WORK CHECKS" - April 2022 or any subsequent issue. This proof must be available to be produced on demand, to an Authorised Officer of Brent Council, a Police Officer or Home Office Immigration Officer.

20. A clear and unobstructed view into the premises shall be maintained at all times.

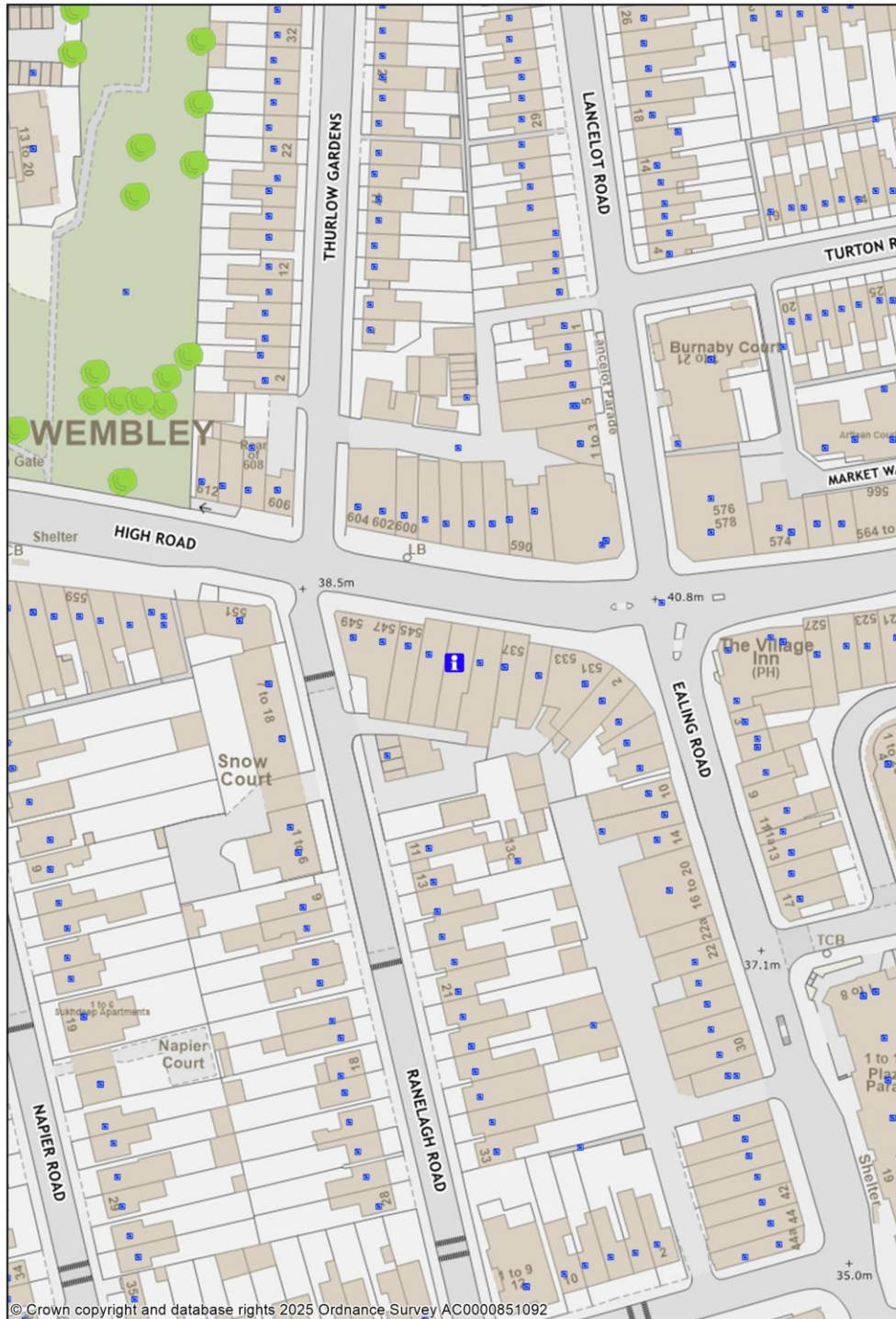
Annex 3 – Conditions attached after a hearing by the licensing authority

Annex 4 – Plans

See attached

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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From: Naga Rajesh

Sent: 07 May 2025 12:43

To: Legister, Linda <>; Business Licence >

Cc: Michael.J.Sullivan@met.police.uk

Subject: Re: Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ - Notification of Hearing

Dear Ms Legister,

Thank you for the email and the details. I would like to confirm that I will be attending the hearing with the applicant and I will be speaking on behalf of the licensee.

After considering the representations we have received, we would like to amend the application as follows.

We No longer requesting to remove the conditions No.8 in relation to the sale of a single cans.

We are still requesting the amendment of condition No. 6

I believe, as per the representation made by the Licensing Enforcement team, they are happy with this change.

If you need any further clarifications, please do not hesitate to contact me.

Thank you

Best Regards,

Naga Rajesh BSc(Hons), ACP
Licensing Consultant

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From: Brendon.McInness@met.police.uk

Sent: 07 May 2025 13:20

To: Legister, Linda

Subject: RE: Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ - Notification of Hearing

Good afternoon Linda.

Police are still objecting to the sale of high strength lagers, beers and ciders.

Kind regards

Brendon MCINNES PC 1187NW

From: Naga Rajesh

Sent: 07 May 2025 12:43

To: Legister, Linda>; Business Licence

Cc: Michael.J.Sullivan@met.police.uk

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Thank you

Best Regards,

Naga Rajesh BSc(Hons), ACP
Licensing Consultant

From: Maldoom, Edwin

Sent: 07 May 2025 14:03

To: Legister, Linda

Subject: RE: Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ - Notification of Hearing

Good afternoon Linda,

Thank you for forwarding the below email.

Given the agent's agreement to retain Condition 8 regarding the sale of single cans - I can confirm that on behalf of the Licensing Authority, I am happy to withdraw my representation.

Many thanks,

Edwin Maldoom

Licensing Enforcement Officer

Regulatory Services

From: Naga Rajesh

Sent: 07 May 2025 12:43

To: Legister, Linda <>; Business Licence >

Cc: Michael.J.Sullivan@met.police.uk

Subject: Re: Malar Cash & Carry, 541-543 High Road, Wembley, HA0 2DJ - Notification of Hearing

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Licensing Consultant