



Alcohol and Entertainment Licensing Sub-Committee

Thursday 19 June 2025 at 10.00 am

This will be held as an online virtual Meeting

Membership:

Members

Councillors:

Long (Chair)
Hylton
Mahmood

Substitute Members:

Councillors:

Ahmed, Akram, Bajwa, Chohan, Clinton, Rajan
Seelan, L. Smith

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 New Premises Licence by Shree Sai Krupa UK Ltd for the premises known as Sai Krupa Supermarket, Unit 4-5 Chequers House, 149 Ealing Road, Wembley, Middx, HA0 4BY, pursuant to the provisions of the Licensing Act 2003	1 - 66



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

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Shree Sai Krupa UK Ltd
Name & Address of Premises:	Sai Krupa Supermarket, Unit 4-5 Chequers House, 149 Ealing Road, Wembley, Middx, HA0 4BY
Applicants Agent:	Mr Stephen Bartlett – Innpacked Ltd

The application is for a new premises licence as follows:

The supply of alcohol from 09.00am to 11.00pm Monday to Sunday and to remain open from 06:00am to 11:00pm.

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 supporting document.

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. Licensing Representation including Annex A to D2
- C. Police Representation
- D. OS Map

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

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

I/We Shree Sai Krupa Uk Ltd

(Insert name(s) of applicant)

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

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
Sai Krupa Supermarket Premises Address Unit 4 & 5 149 Chequers House Ealing road			
Post town	Wembley	Postcode	HA0 4BY

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£47,500

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **Please tick as appropriate**

- | | | |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |
| iii as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) a recognised club | <input type="checkbox"/> | please complete section (B) |
| d) a charity | <input type="checkbox"/> | please complete section (B) |

- e) the proprietor of an educational establishment ☐ please complete section (B)
- f) a health service body ☐ please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐ please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☐ please complete section (B)
- h) the chief officer of police of a police force in England and Wales ☐ please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or ☒

I am making the application pursuant to a

statutory function or ☐

a function discharged by virtue of Her Majesty's prerogative ☐

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth			I am 18 years old or over <input type="checkbox"/> Please tick yes		
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth			I am 18 years old or over <input type="checkbox"/> Please tick yes		
Nationality					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service: (please see note 15 for information)					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Shree Sai Krupa Uk Ltd
Address
Unit 4&5, No.149 Ealing Road Wembley Middlesex HA0 4BY
Registered number (where applicable)
15814302

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

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A P

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

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

A convenience store that specialises in party supplies.

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

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

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A) ☐
- b) films (if ticking yes, fill in box B) ☐
- c) indoor sporting events (if ticking yes, fill in box C) ☐
- d) boxing or wrestling entertainment (if ticking yes, fill in box D) ☐
- e) live music (if ticking yes, fill in box E) ☐

- f) recorded music (if ticking yes, fill in box F) ☐
- g) performances of dance (if ticking yes, fill in box G) ☐
- h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) ☐

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

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

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for performing plays</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

B

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

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			<u>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</u> (please read guidance note 6)
Fri			
Sat			
Sun			

D

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

E

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

F

Recorded music Standard days and timings (please read guidance note 7)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed					
			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
Sat					
Sun					

I

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

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	09:00	23:00			
Tue	09:00	23:00			
Wed	09:00	23:00			
Thur	09:00	23:00			
Fri	09:00	23:00			
Sat	09:00	23:00			
Sun	09:00	23:00			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Kettan Patel	
Date of birth [REDACTED]	
Address [REDACTED] [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) [REDACTED]	
Issuing licensing authority (if known) [REDACTED]	

K

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

N/A

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 6)
Mon	06:00		
		23:00	
Tue	06:00		
		23:00	
Wed	06:00		
		23:00	
Thur	06:00		
		23:00	
Fri	06:00		
		23:00	
Sat	06:00		
		23:00	
Sun	06:00		
		23:00	

M

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

We recognise that our premises lies within the Ealing Road part of Brents Cumulative Impact Policy Area and will be subject to Brents licensing policy. We believe, however, that our premises will not impact adversely upon the promotion of the licensing objectives. We contend that our operating schedule demonstrates that there will be no negative cumulative impact on one or more of the licensing objectives and thus the presumption to refuse the application contained within the licensing policy should be disapplied. As our business is not alcohol led, we would respectfully suggest that our premises will not have any negative impact upon the promotion of the licensing objectives and thus should be granted.

All staff shall be suitably trained for their job function for the premises. The training shall be written into a program ongoing and under constant review and shall be made available to a relevant responsible authority when called upon.

No member of staff should be permitted to sell alcohol until such time as they have successfully completed this training and all staff shall undergo refresher training every 12 months which shall also be recorded.

Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the premises licence holder.

The training will cover the topics below:

- Sale of alcohol to persons under 18 (penalties)
- Age verification policies and acceptable forms of identification
- Proxy sales of alcohol to children
- Signs of drunkenness and intoxication
- Recording refusals
- The Licensing Objectives
- Operating procedures permitted hours and relevant conditions

All staff will be checked that they have a current share code proving their eligibility to work in the UK before starting their employment, and will be encouraged to gain the APLH Level 2 qualification and become a personal licence holder, if they are not already a holder of a personal licence.

b) The prevention of crime and disorder

A CCTV system shall be installed to cover all entry and exit points enabling frontal identification of every person entering in any light condition.

The CCTV system shall continually record and cover areas where alcohol is kept for selection and purchase by the public, whilst the premises is open for licensable activities. It shall operate during all times when customers remain on the premises.

All recordings shall be stored for a minimum period of 31 days and shall be made available upon the request of Police or an authorised officer of the council throughout the preceding 31-day period.

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 are open to the public. This staff member must be able to show a Police or authorised council officer recent data or footage with the minimum of delay when requested.

CCTV shall be downloaded on request of the Police or authorised officer of the council.

Appropriate signage advising customers of CCTV being in operation, shall be prominently displayed in the premises.

A documented check of the CCTV shall be completed monthly to ensure all cameras remain operational and the 31 days storage for recordings is being maintained.

A premises daily register shall be kept at the premises. This register shall be maintained and kept for a rolling period of 12 months. The register shall record all incidents which may have occurred which are relevant to the supply of alcohol and the promotion of the licensing objectives. Such incidents shall include, but not be limited to

- a) any incidents of crimes or disorder.
- b) any customers barred from the premises.
- c) any complaints received.
- d) any faults in the CCTV system
- e) any visit by a relevant authority or emergency service.. The register shall be readily available for inspection by an authorised person upon reasonable request.

Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.

All drinks promotions shall be risk-assessed to ensure the promotion is not irresponsible. Each risk-assessment shall consider the nature of the premises, the nature of the promotion including the size and duration of any discount and the type of customer potentially attracted by the promotion.

There shall be no self-service of spirits on the premises with all spirits being located behind counter.

Alcohol will not be displayed near any entrance or exit.

No super-strength beer, lagers or ciders above 5.5% ABV (alcohol by volume) shall be sold at the premises.

There shall be no single cans or bottles of beer or cider shall be sold at the premises. A notice will be displayed notifying customers of this policy.

There shall be no miniatures under 5cl for spirits or under 200ml for wine sold at the premises. A notice will be displayed notifying customers of this policy.

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

A personal licence holder shall be at the premises at all times whilst open for licensable activities.

The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.

c) Public safety

All exit routes and public areas shall be kept unobstructed, shall have non-slippery and even surfaces, shall be free of trip hazards and shall be clearly signed.

All exit doors shall be available and easily openable without the use of a key, card, code or similar means.

Regular checks and maintenance shall be carried out on all equipment, electrical installations, emergency lighting and fire alarms and equipment to ensure their continued safe operation. A written record of these checks shall be kept and made available to an authorised officer of the licensing authority.

The premises licence holder shall ensure that a suitable fire risk assessment and emergency plan is in place at all times.

An adequate and appropriate supply of first aid equipment and materials shall be available on the premises.

Signage shall be prominently displayed in the premises requesting that customers take home any alcohol they have purchased to consume it rather than consume it in the street.

d) The prevention of public nuisance

Arrangements shall be put in place to ensure that waste collection contractors do not collect refuse between 19:00 and 07:00.

Deliveries relating to the licensed activities shall only take place between 07:00 and 19:00.

The premises' frontage shall be regularly monitored to keep it clean and clear of litter.

Clear and legible notices shall be prominently displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.

No accumulation of combustible rubbish, dirt, surplus material or stored goods shall be permitted to remain in any part of the premises except in an appropriate place and of such quantities so as not to cause a nuisance, obstruction or other safety hazard.

Facilities for depositing litter and the collection of litter generated by customers purchasing food and drink must be available and maintained.

Persons identified as drinking alcohol in the immediate area around the premises (whether or not they have purchased alcohol from the premises) will be requested to leave and if they refuse to do so, a report will be made to the police.

Any person who refuses to leave the area, or is identified as causing antisocial behaviour, will be subject to a ban from the premises.

A record of banned individuals shall be maintained in the premises and all staff made aware of the persons who are currently banned so that entry may be refused. The record shall be kept available for inspection while the premises are open for trading.

Any radio in use or background music played inside the store, will be limited to a volume that does not require any customers needing to raise their voice, and under no circumstance will be audible outside the shop.

e) The protection of children from harm

The Licensee to adopt a “Challenge 25” policy where all customers who appear to be under the age of 25 and attempt to purchase alcohol or other age-restricted products are asked for proof of their age.

The Licensee to prominently display notices advising customers of the “Challenge 25” policy. The following proofs of age are the only ones to be accepted:

- proof of age card bearing the PASS hologram logo;
- passport; or
- UK photo driving licence.
- A Military ID Card

Notices advertising that the premises operates a "Challenge 25" scheme shall be displayed in a clear and prominent position at the premises entrance.

A Challenge 25 notice shall be conspicuously displayed at the point of sale.

A notice stating “No proof of age – No sale” shall be displayed at the point of sale.

All occasions when persons have been refused service shall be recorded in the premises daily register.

The register will contain details of time and date, description of the attempting purchaser, description of the age restricted products they attempted to purchase, reason why the sale was refused and the name/signature of the salesperson refusing the sale

The Refusals book to be examined on a regular basis by the DPS and date and time of each examination to be endorsed in the book. The Refusals Book will be made available on request to a Licensing Officer, Trading Standards or the Police.

Documented delegation of authorisations to sell alcohol shall be maintained at the premises and shall be available on request by an authorised officer of the Licensing Authority or a constable.

A prominent clear notice shall be displayed at the point of entry to the premises advising customers that they may be asked to produce evidence of their age if seeking to purchase alcohol.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee. ☒
- I have enclosed the plan of the premises. ☒
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☐
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. ☒
- I understand that I must now advertise my application. ☒
- I understand that if I do not comply with the above requirements my application will be rejected. ☒
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15). ☐

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

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

Part 4 – Signatures (please read guidance note 11)

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

Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	<i>Stephen Bartlett</i>
Date	14/05/2025
Capacity	Duly Authorised Agent

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

Signature	
-----------	--

Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
Innpacked Ltd Suite F8 10 Whittle Road Ferndown Industrial Estate			
Post town	Wimborne	Postcode	BH21 7RU
Telephone number (if any)	01202 890030		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) PREMISESLICENCE@INNPACKED.COM			

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.

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

- any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.
- 3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
- 4. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
- 5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
- 6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
- 7. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
- 8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
- 9. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
- 10. Please list here steps you will take to promote all four licensing objectives together.
- 11. The application form must be signed.
- 12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
- 13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
- 14. This is the address which we shall use to correspond with you about this application.

15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Documents which demonstrate entitlement to work in the UK

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies

having the right of abode in the UK [please see note below about which sections of the passport to copy].

- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.

- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:
 - evidence of the applicant's own identity – such as a passport,
 - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
 - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
 - (i) working e.g. employment contract, wage slips, letter from the employer,
 - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
 - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
 - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

Original documents must not be sent to licensing authorities. If the document copied is a passport, a copy of the following pages should be provided:

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;

- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

Home Office online right to work checking service

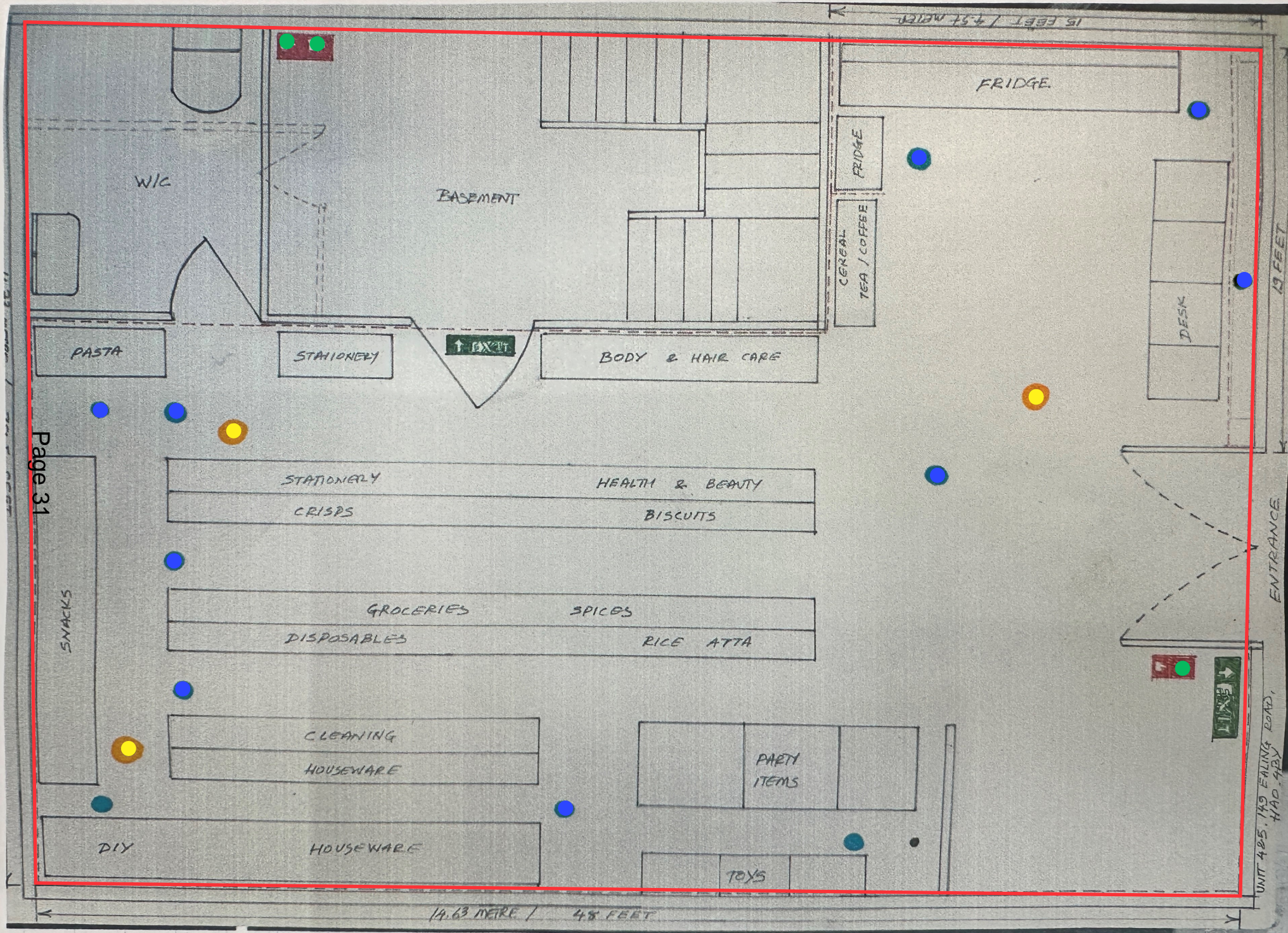
As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

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

6 June 2025

Ref: 34930

Dear Business Licence,

Licensing representation against the premises licence application in respect of Sai Krupa Supermarket, Unit 4-5, 149 Ealing Road, HA0 4BY.

The above-mentioned application has been made pursuant to section 17 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 who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

I have carefully considered the above premises licence application, and consequently, I wish to make a representation on the grounds that if the application were to be granted, it would likely have a detrimental effect on one of the four below licensing objectives:

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

Proposed Operating Schedule

The premises licence application seeks to permit the supply of alcohol for consumption off the premises between 09:00 and 23:00, Monday to Sunday.

It is acknowledged that the applicant has proposed a range of conditions aimed at promoting the four licensing objectives. These include:

- Staff training and refresher training
- Robust CCTV provisions
- Maintenance of an incident log
- A restriction on beer, lager, or cider above 5.5% ABV

- A restriction on sales of single can/bottle sales of beer and cider
- A restriction on the sales of spirit and wine miniatures
- A personal licence holder to be present at all times
- Signage regarding Brent Council's Public Spaces Protection Order
- Signage encouraging customers to consume alcohol off-site
- Measures to minimise public nuisance
- Measures to deter street drinking directly outside the premises
- A barred customer list
- A Challenge 25 age verification policy
- A refusals log
- A written list of all staff authorised to sell alcohol by the DPS

The application form (page 17) makes explicit reference to the Cumulative Impact Zone (CIZ). The applicant acknowledges that the premises falls within the Ealing Road CIZ and recognises the Licensing Authority's stance regarding new premises licence applications within a CIZ, as set out within Brent Council's Statement of Licensing Policy 2025 – 2030.

The applicant asserts that granting this application would not have a detrimental impact on the licensing objectives nor would it contribute to cumulative impact of the local area, due to the measures outlined in the operating schedule. It is also stated that the business model of the premises won't primarily be alcohol-led, as it will be a convenience shop with a niche in party supplies.

The applicant is a limited company, namely Shree Sai Krupa UK Ltd, with Siddhi Mukeshbhai listed as the company director and Kettan Patel listed as the company secretary.

It is noted that Kettan Patel, now acting as company secretary of the limited company who has submitted the premises licence application, previously submitted a broadly similar application in an individual capacity. The current application includes slightly reduced hours and more robust conditions.

Informative

On 17 January 2025, the Licensing Authority received a premises licence application for Sai Krupa Supermarket, Unit 4-5, 149 Ealing Road, HA0 4BY, submitted by Kettan Patel in an individual capacity as an applicant.

As the premises lies within a Cumulative Impact Zone, both the Metropolitan Police Service and the Licensing Authority submitted representations against the premises licence application, in accordance with Brent Council's Statement of Licensing Policy.

A Licensing Sub-Committee hearing took place on 6 February 2025, and consequently the application was refused. The Licensing Sub-Committee cited the following reasons for refusal within its decision notice:

"The committee has read the documents provided by the applicant and representations made by the police and licensing officer. The committee also listened carefully to the evidence and submissions given by the applicant and the parties making representations. The application is refused. The committee is mindful that the premises is within a CIZ. The committee is bound by the licensing policy regarding applications for new alcohol licences in CIZ areas."

To grant the licence sought the committee would have to be satisfied that the proposed licence would support the licensing objectives. The committee has considered the level and nature of crimes in the vicinity of the premises.

The committee is not satisfied that the nature of the premises would be different from any other local off licenses and licensed premises, it will sell similar types of alcohol to the many other local off licenses. The Applicant has no experience of selling alcohol and has not yet received his personal licence, the proposed premises supervisor was not present at the hearing. The level of staffing proposed for the shop is low in the opinion of the committee.

There was nothing in the application that persuaded the committee that this application would support the licensing objectives. In fact, the committee has concerns that the licensing objectives might be undermined by the granting of a licence for this premises."

[Annex A – Initial Premises Licence Application]

[Annex B – Licensing Authority's Representation]

[Annex C – Licensing Sub-Committee's Decision Notice]

[Annex D – Companies House Information for Shree Sai Krupa UK Ltd]

Cumulative Impact Zone (CIZ)

In 2022, Brent Council reviewed its Cumulative Impact Policy after assessing crime data from various sources. This led to the implantation of the Cumulative Impact Zones in specified areas within Brent, as outlined in the latest Statement of Licensing Policy (2025 – 2030).

Evidence shows a strong correlation between concentrations of off-licences and incidents of alcohol-led anti-social behaviour. Cumulative impact describes the stress caused by a high density of licenced premises on crime, disorder, nuisance, and local services.

The purpose of these CIZs is to address levels of crime, disorder, and anti-social behaviour, particularly related to street drinking. Consequently, the CIZs will specifically pertain to new applications and variations for off-licences, thereby creating a "rebuttable presumption" to any new application with a recommendation of refusal, unless the applicant can successfully demonstrate within their operating schedule that this wouldn't be the case.

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

Ealing Road, Wembley

The CIZ that relates to the local area encompasses the entirety of Ealing Road, from the junction with High Road, Wembley to the junction with Bridgewater Road

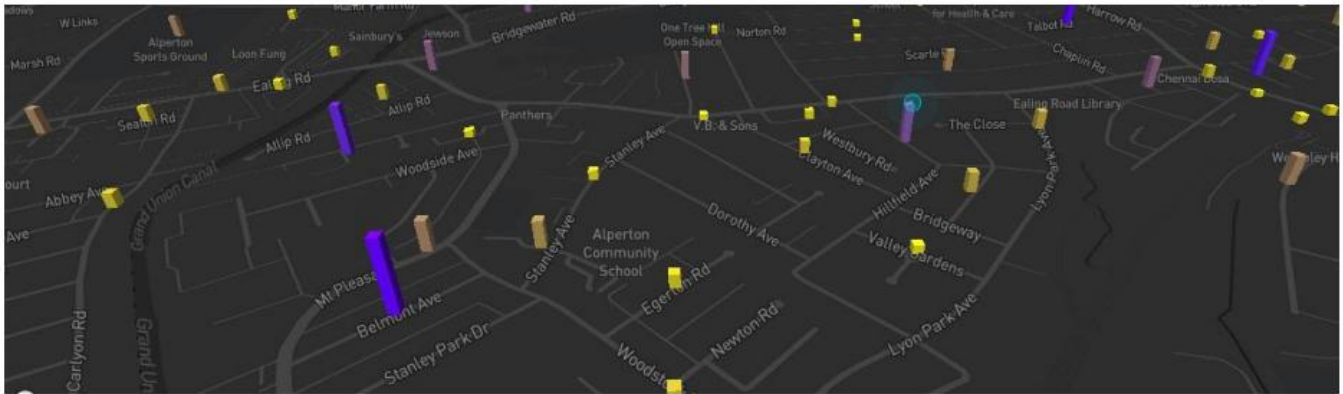
Brent Council's Statement of Licensing Policy describes this area as having medium to high levels of deprivation and being a hotspot for alcohol-related calls to police. It is also a high reporting area for street drinking and anti-social behaviour.

Between 1 July 2021 and 30 June 2022, there were:

- 183 reports to the Police
- 72 relates to anti-social behaviour
- 11 related to public order offences

- 9 related to robbery
- 91 categorised as violent/sexual offences.

The below image, available on pages 58-59 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:

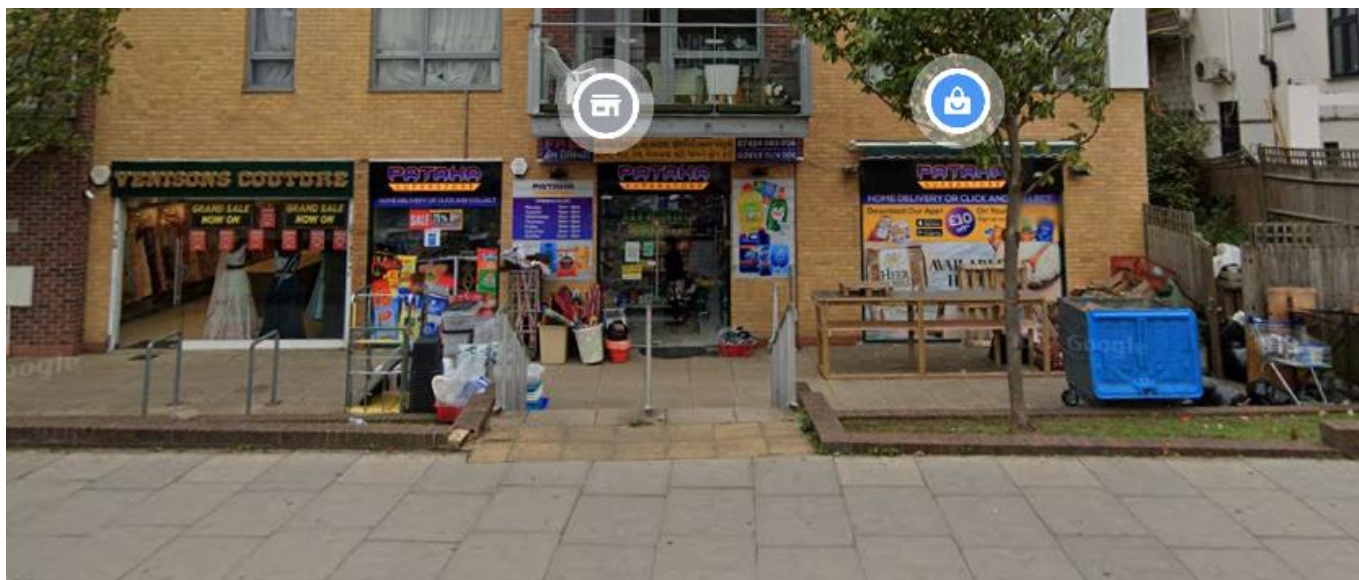
- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)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

However, there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. If off licences did not exist, the number of street drinkers would decline.

Location

The premises is located at Unit 4-5, 149 Ealing Road, HA0 4BY, within a ground-floor commercial unit beneath a residential block of flats. Additional houses are situated to the south along Ealing Road. Opposite the premises is a parade of shops, including an off-licence and food-led establishments.

In addition to this, Shri Sanatan Hindu Mandir Temple is located within 90 metres from the premises. Both sites of Alpertons Community School are within 300 metres from the premises. The entrance to One Tree Hill Recreation Ground is about 350 metres away from the premises.



There are 8 similar off-licences operating in the vicinity of the business:

DIU Portugal, 234 Ealing Road, Wembley, HA0 40L (Premises licence number: 10504)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 24 Metres

Sidney's Off Licence, 216 Ealing Road, Wembley, HA0 4QG (Premises licence number: 156261)
Permitted Hours: 08:00 – 22:30 (Monday to Saturday), 10:00 – 22:30 (Sunday)
Distance: 73 Metres

The Hive, 4 Mount Pleasant, Wembley, HA0 4LP (Premises licence number: 165853)
Permitted Hours: 06:30 – 23:30 (Monday to Sunday)
Distance: 260 metres

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL (Premises licence number: 30409)
Permitted Hours: 09:00 – 22:00 (Monday to Sunday)
Distance: 270 meters

Alpertown Point, 290 Ealing Road, Wembley, HA0 4LL (Premises licence number: 191921)
Permitted Hours: 00:00 – 23:59 (Monday to Sunday)
Distance: 293 meters

Ealing Newsagent, 154 Ealing Road, Wembley, HA0 4PY (Premises licence number: 18064)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 290 meters

Wembley Off Licence, 95 Ealing Road, Wembley, HA0 4BN (Premises licence number: 10437)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 300 meters

Sivashakthi Cash & Carry, 1-3 Atlip Centre, Atlip Road, Wembley, HA0 4LU (Premises licence number: 223236326)
Permitted Hours: 00:00 – 00:00 (Monday to Sunday)
Distance: 350 metres

Summary

This is an entirely new premises licence application and therefore it should be judged on its own merits, based on the information provided within the operating schedule. However, the previous application submitted by Kettan Patel, and the Licensing Sub-Committee's subsequent refusal, remains a relevant consideration, particularly given the inherent link between the two applicants.

The Licensing Authority acknowledges that the Licensing Act 2003 does not prevent the submission of a new application following a previous refusal. Nonetheless, the circumstances and reasoning behind the initial refusal on 6 February 2025 remain a material consideration for the Licensing Sub-Committee in determining this application.

It is noted that the current application proposes more robust conditions and reduced hours of licensable activity. However, the Licensing Authority questions whether alcohol is secondary to the business model, as insinuated within the application, especially as this is the second application within seven months submitted by a company fundamentally associated with previous applicant.

Brent Council's Statement of Licensing Policy makes it clear that any new premises licence application that falls within a designated Cumulative Impact Zone will not be granted unless the applicant provides compelling evidence that the proposed licensable activities will not contribute to cumulative impact of the local area, specifically alcohol-related anti-social behaviour and street drinking.

While this application might ordinarily be granted without issue outside of a CIZ, it is the view of the Licensing Authority that no compelling evidence has yet been presented to demonstrate that granting it would not add to the cumulative impact in the area.

As such, the Licensing Authority submits this representation to engage the discretion of the Licensing Sub-Committee and respectfully reminds the Sub-Committee to remain mindful of the Council's position on new premises licence applications within a CIZ, as outlined within the Statement of Licensing Policy.

The Licensing Authority's view is that the application should be refused. However, should the Sub-Committee be minded to grant this application, on the basis that it would not increase the cumulative impact on the local area, it is respectfully requested that the conditions set out at the rear of this representation, which are largely consistent with those proposed by the applicant, be imposed in full.

Yours sincerely,

A handwritten signature in blue 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

Licensing Authority's Proposed Conditions for Licensing Sub-Committee

1. *The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days.*
2. *The CCTV system shall display the correct date and time on any recordings.*
3. *The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan. A further CCTV camera shall be monitor the immediate frontage of the premises on Ealing Road*
4. *A member of staff who is conversant with the operation of the CCTV system shall always be available at the premises whilst the premises are open to the public. CCTV footage shall be made available for immediate viewing upon request by the Police and any authorised Officers from Brent Council.*
5. *CCTV footage shall be available to the Police and any authorised Officers from Brent Council, in a readily accessible format on removable media (I.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request.*
6. *Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.*
7. *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 incidents of crimes or disorder.*
 - b. *any customers barred from the premises.*
 - c. *any complaints received.*
 - d. *any faults in the CCTV system*
 - e. *any visit by a relevant authority or emergency service.*
8. *Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.*
9. *Staff training shall be undertaken by all members of staff involved with licensable activities. Additionally, all staff shall undergo refresher training every 12 months which shall also be recorded. Staff training shall include the following topics:*
 - a. *age verification policy*
 - b. *proxy sales*
 - c. *signs of drunkenness and intoxication*
 - d. *recording refused sales and conflict management*
 - e. *the four Licensing Objectives*
 - f. *operating procedures permitted hours and relevant conditions*
10. *Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the premises licence holder. A copy of staff training shall be available upon request by Police and authorised officers from Brent Council.*

11. *A personal licence holder shall always be present whilst open for licensable activities.*
12. *There shall be no high strength beers, lagers, and ciders above 5.5% ABV shall be sold at the premises.*
13. *There shall be no single cans or bottles of beer or cider shall be sold at the premises. A notice will be displayed notifying customers of this policy.*
14. *There shall be no miniatures under 5cl for spirits or under 200ml for wine sold at the premises. A notice will be displayed notifying customers of this policy.*
15. *There shall be no self-service of spirits on the premises with all spirits being located behind counter.*
16. *A record of banned individuals shall be maintained at the premises and all staff made aware of the persons who are currently banned. The record shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.*
17. *Clear and legible notices shall be prominently displayed warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.*
18. *Clear and legible notices shall be prominently displayed requesting that customers take home any alcohol they have purchased rather than consume it in the street*
19. *Clear and legible notices shall be prominently displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.*
20. *All exit routes and public areas shall be kept unobstructed, shall have non-slippery and even surfaces, shall be free of trip hazards and shall be clearly signed*
21. *Deliveries relating to the licensable activities shall only take place between 07:00 and 19:00*
22. *A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, or proof of age card with the PASS Hologram.*
23. *A Challenge 25 notice shall be conspicuously displayed at the point of sale. A notice stating "No proof of age – No sale" shall be also displayed at the point of sale.*
24. *A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.*
25. *The DPS shall produce a written list of all staff members who are authorised to sell alcohol on behalf of the DPS. This list shall have the staff members name, the signature of the staff member and the authorisation date. This list shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.*

LICENSING ACT 2003

Licence: Premises Licence New Application

Application No: 33752

Dear Sir/Madam,

Applicant: Mr Kettan Patel

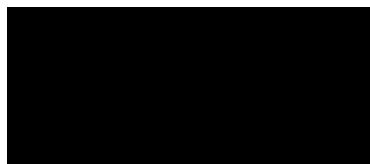
Date Received: 17 December 2024

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

14 January 2025.

Yours faithfully



Part 1 – Premises Details

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

Sai Krupa Supermarket

Unit 4 - 5, Chequers House, 149, Ealing Road, Wembley, Brent, HA0 4BY

Telephone Number at premises (if any): 

Non domestic rateable value:

Part 2 – Applicant Details

Proposed Licence Holder:

Mr Kettan Patel





Agent Details

Part 3 – Operating Schedule

When do you want the premises licence to start? 19-12-2024

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: Located on main road , with approximate area 1200 Sq. feet. Area is mixed with commercial and residential. The property comprises of a ground floor retail premise with basement . Alcohol will be sold for take away.

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		
<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
Monday	06:00	23:00
Tuesday	06:00	23:00
Wednesday	06:00	23:00
Thursday	06:00	23:00
Friday	06:00	23:00
Saturday	06:00	23:00
Sunday	06:00	23:00

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

Kettan Patel

Date of birth:



Licence Number: TBC

Issuing authority:

Concerns in respect of Children: no

The opening hours of the premises

<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
Monday	06:00	23:00
Tuesday	06:00	23:00
Wednesday	06:00	23:00
Thursday	06:00	23:00
Friday	06:00	23:00
Saturday	06:00	23:00
Sunday	06:00	23:00

a) General – all four licensing objectives (b, c, d, e):We will provide training to staff regarding selling of alcohol and allocate their duties.

b) The prevention of crime and disorder:We have CCTV in operation (15nos of camera) and have provision of recorded image for month and recorded image can be copied in USB. CCTV signange displayed so cuatomer can see .

c) Public safety: Fire extingushers serviced and maintained by certified company.

d) The prevention of public nuisance: Notice will be display to remind customers to leave quietly and respect neighbours.

e) The protection of children from harm:Ask for photo ID for person who appears to be under age.

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

10 January 2025

Ref: 33752

Dear Business Licence,

Licensing representation against the premises licence application in respect of Sai Krupa Supermarket, Unit 4-5, 149 Ealing Road, HA0 4BY.

The above-mentioned application has been made pursuant to section 17 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 who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

I have carefully considered the above premises licence application, and consequently, I wish to make a representation on the grounds that if the application were to be granted, it would likely have a detrimental effect on one of the four below licensing objectives:

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

Operating Schedule

The premises licence application seeks to permit the licensable activity of the supply of alcohol for consumption off the premises between Monday and Sunday, 06:00 – 23:00.

It is acknowledged that the applicant has proposed numerous conditions consistent with the promotion of the four licensing objectives. These include:

- Recorded staff training
- A personal licence holder always being present at the premises
- Robust CCTV measures

- An incident log
- Measures to prevent street drinking directly outside the premises
- A barred customer list
- A Challenge 25 Age Verification Policy
- A refusal log

However, some conditions offered are unnecessary or duplicate existing legislation. These are outlined below:

- **Community safety partnership** – Despite being listed as a step to promote the four licensing objectives, there is no further detail on what this entails, leaving it unclear how this will contribute meaningfully.
- **All alcohol stored/sold at the premises must be sourced from a wholesaler registered with HMRC and has an AWRS unique reference number** – This is already a legal requirement; it is an offence to buy alcoholic products for resale from unregistered UK wholesalers.
- **Seizures of drugs or offensive weapons on the incident log** – There is no justification as to why an off-licence would implement a policy to search for drugs or offensive weapons. This appears to be an unrealistic and unnecessary condition that undermines the practical considerations required for a meaningful operating schedule.

These points raise concerns about the overall veracity and purpose of the proposed conditions. Instead of demonstrating a thorough and considered approach to promoting the four licensing objectives, these conditions could be considered as superficial compliance measures that have not taken the wider impact of the application into account. In addition, there are not meaningful preventive measures to address street drinking and anti-social behaviour within the local area.

Furthermore, it is noted that there is no explicit reference to the Cumulative Impact Zone (CIZ) within the application form or supporting documentation. It is expected that an applicant would acknowledge the CIZ in their application and propose appropriate conditions that would mitigate against any potential cumulative impact on the local area.

Cumulative Impact Zone (CIZ)

In 2022, Brent Council reviewed its Cumulative Impact Policy after assessing crime data from various sources. This led to the implantation of the Cumulative Impact Zones in specified areas within Brent, as outlined in the latest Statement of Licensing Policy (2025 – 2030).

Evidence shows a strong correlation between concentrations of off-licences and incidents of alcohol-led anti-social behaviour. Cumulative impact describes the stress caused by a high density of licenced premises on crime, disorder, nuisance, and local services.

The purpose of these CIZs is to address levels of crime, disorder, and anti-social behaviour, particularly related to street drinking. Consequently, the CIZs will specifically pertain to new applications and variations for off-licences, thereby creating a “rebuttable presumption” to any new application with a recommendation of refusal, unless the applicant can successfully demonstrate within their operating schedule that this wouldn’t be the case.

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

Ealing Road, Wembley

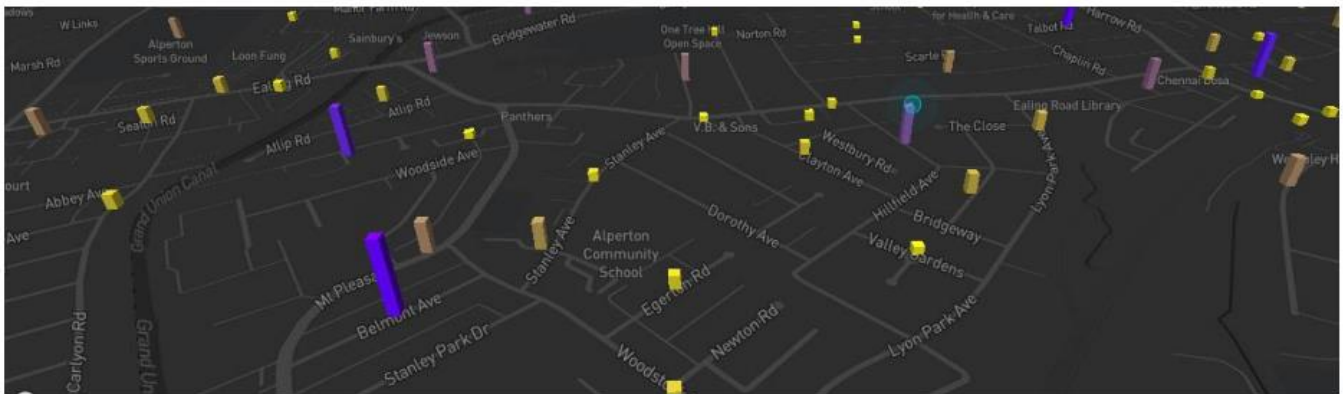
The CIZ that relates to the local area encompasses the entirety of Ealing Road, from the junction with High Road, Wembley to the junction with Bridgewater Road

Brent Council's Statement of Licensing Policy describes this area as having medium to high levels of deprivation and being a hotspot for alcohol-related calls to police. It is also a high reporting area for street drinking and anti-social behaviour.

Between 1 July 2021 and 30 June 2022, there were:

- 183 reports to the Police
- 72 relates to anti-social behaviour
- 11 related to public order offences
- 9 related to robbery
- 91 categorised as violent/sexual offences.

The below image, available on pages 58-59 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

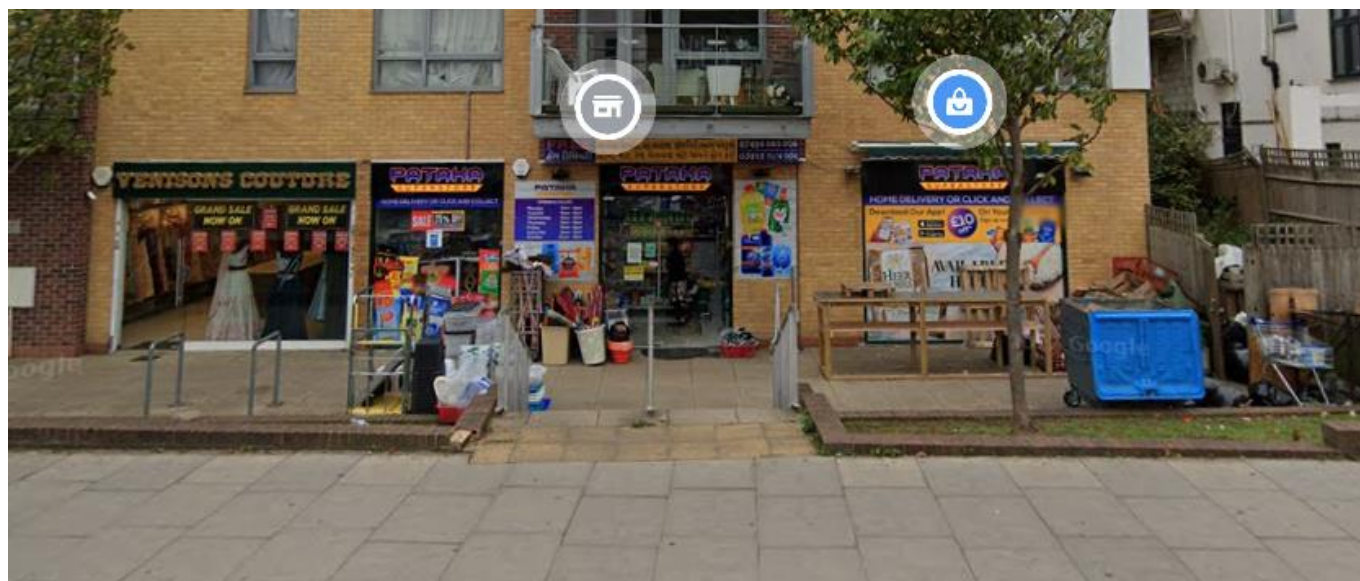
However, there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those

premises that are selling alcohol for consumption off the premises. If off licences did not exist, the number of street drinkers would decline.

Location

The premises is located at Unit 4-5, 149 Ealing Road, HA0 4BY, within a ground-floor commercial unit beneath a residential block of flats. Additional houses are situated to the south along Ealing Road. Opposite the premises is a parade of shops, including an off-licence and food-led establishments.

In addition to this, Shri Sanatan Hindu Mandir Temple is located within 90 metres from the premises. Both sites of Alperton Community School are within 300 metres from the premises. The entrance to One Tree Hill Recreation Ground is about 350 metres away from the premises.



There are 8 similar off-licences operating in the vicinity of the business:

DIU Portugal, 234 Ealing Road, Wembley, HA0 40L (Premises licence number: 10504)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 24 Metres

Sidney's Off Licence, 216 Ealing Road, Wembley, HA0 4QG (Premises licence number: 156261)
Permitted Hours: 08:00 – 22:30 (Monday to Saturday), 10:00 – 22:30 (Sunday)
Distance: 73 Metres

The Hive, 4 Mount Pleasant, Wembley, HA0 4LP (Premises licence number: 165853)
Permitted Hours: 06:30 – 23:30 (Monday to Sunday)
Distance: 260 metres

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL (Premises licence number: 30409)
Permitted Hours: 09:00 – 22:00 (Monday to Sunday)
Distance: 270 meters

Alperton Point, 290 Ealing Road, Wembley, HA0 4LL (Premises licence number: 191921)
Permitted Hours: 00:00 – 23:59 (Monday to Sunday)
Distance: 293 meters

Ealing Newsagent, 154 Ealing Road, Wembley, HA0 4PY (Premises licence number: 18064)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 290 meters

Wembley Off Licence, 95 Ealing Road, Wembley, HA0 4BN (Premises licence number: 10437)
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)
Distance: 300 meters

Sivashakthi Cash & Carry, 1-3 Atlip Centre, Atlip Road, Wembley, HA0 4LU (Premises licence number: 223236326)
Permitted Hours: 00:00 – 00:00 (Monday to Sunday)
Distance: 350 metres

Informative

On 31 December 2024, an email was sent to the applicant seeking further information about the premises licence application. This provided an opportunity for the applicant to demonstrate or provide evidence that their proposed application would not add to the cumulative impact within the local area.

[Annex A – Applicant email thread with Licensing Authority 08.01.2025]

Summary

The Statement of Licensing Policy stipulates that any new premises licence application falling within a specified Cumulative Impact Zone will not be granted unless the applicant provides compelling evidence that the proposed licensable activities will not contribute to the issues the CIZ seeks to address, such as street drinking and alcohol-related anti-social behaviour.

While I acknowledge the applicant's response and note that this application might typically be granted under different circumstances, there has been no compelling argument to suggest that this application wouldn't exacerbate the cumulative impact within the area.

The Licensing Authority maintains its stance of creating a rebuttable presumption and therefore seeks to engage the discretion of the Licensing Sub-Committee by submitting this representation against the premises licence application. As the applicant has not yet sufficiently demonstrated that the premises will not negatively contribute to the cumulative impact in the local area, the recommendation for refusal remains, in line with the current Statement of Licensing Policy.

However, if the Licensing Sub-Committee determines that there is enough evidence to grant the application, the Licensing Authority respectfully requests the following amendments to the operating schedule:

Amended Operating Hours:

The supply of alcohol (off the premises): 09:00 – 23:00 (Monday to Sunday)
The opening hours: 09:00 – 23:00 (Monday to Sunday)

Conditions

1. The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days.
2. The CCTV system shall display on any recordings, the correct date and time.
3. The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan.
4. Any CCTV footage shall be made available to the Police and any authorised Officers from Brent Council upon request. CCTV footage shall be provided on either removable media (i.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request.
5. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
6. 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 incidents of crimes or disorder.
 - b) any customers barred from the premises.
 - c) any complaints received.
 - d) any faults in the CCTV system
 - e) any visit by a relevant authority or emergency service.
7. Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.
8. Staff training shall be undertaken by all members of staff involved with licensable activities. Additionally, all staff shall undergo refresher training every 12 months which shall also be recorded. Staff training shall include the following topics:
 - a) Age verification policy
 - b) Proxy sales
 - c) Refused sales and conflict management
 - d) Operating procedures permitted hours and relevant conditions
9. Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the premises licence holder.
10. A copy of staff training shall be available upon request by Police and authorised officers from Brent Council.
11. A personal licence holder shall be at the premises at all times whilst open for licensable activities.
12. There shall be no high strength beers, lagers, and ciders above 6.0% ABV shall be sold at the premises.
13. There shall be no single cans or bottles of beer or cider shall be sold at the premises. A notice will be displayed notifying customers of this policy.

14. There shall be no miniatures under 5cl for spirits or under 200ml for wine sold at the premises. A notice will be displayed notifying customers of this policy.
15. There shall be no self-service of spirits on the premises with all spirits being located behind counter.
15. The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.
16. Clear and legible notices shall be prominently displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.
17. Deliveries shall only be made to the premises between 09:00 and 18:00 hours.
18. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, or proof of age card with the PASS Hologram.
19. A Challenge 25 notice shall be conspicuously displayed at the point of sale.
20. A notice stating "No proof of age – No sale" shall be displayed at the point of sale.
21. A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'E. Maldoom', with a horizontal flourish underneath.

Edwin Maldoom
Licensing Enforcement Officer

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London Borough of Brent

Decision of the Alcohol and Entertainment Licensing Sub-Committee following a hearing on 6th February 2025 at 2pm by remote hearing

NOTICE OF DECISION

PREMISES

Sai Krupa Supermarket, Unit 4-5 Chequers House 149 Ealing Road, Wembley HA0 4BY

1. Members of the Sub-Committee

Councillors [REDACTED] (Chair), [REDACTED]

2. The Application

The application was for a new premises licence for the supply of alcohol and to remain open from 6.00 to 23.00.

Representations had been received from the Licensing Officer and police.

3. Representation

The Applicant was Mr Kettan Patel and was represented by [REDACTED] (agent).

The Licensing Authority was represented by Edwin Maldoom

PC Phil Graves appeared on behalf of the police.

4. The Hearing

The hearing was a remote session of the sub-committee and commenced at 2pm.

The Chair welcomed attendees to the hearing. He outlined the procedure and rules for the hearing and asked the attendees to introduce themselves.

[REDACTED] explained the application. She told the hearing that the application was for a new premises licence for the supply of alcohol. She told the hearing that representations had been received from the licensing officer and the police. The premises is in a cumulative impact zone ("CIZ").

PC Graves addressed the hearing. He told the hearing that the shop is located in a busy part of the borough that has a large number of complaints regarding both anti-social behaviour and street drinking. His team has received virtually continuous complaints from the public over the last 6 to 9 months. The imposition of the CIZ was to try to address exactly this type of situation. He reminded the committee that the policy of the CIZ was that a new premises licence could only be granted if it could be shown that the licence sought would not adversely affect the licensing objectives.

In this case there was nothing to indicate that this application would not adversely affect the licensing objectives in this area. There was nothing special or significant about the proposed sale of alcohol from this premises. The shop would sell exactly the same type of cheap alcohol that was causing the numerous problems in the CIZ area.

In the immediate area of the shop in one month the following had been recorded:

- 28 incidents of anti-social behaviour
- 3 public order offences
- 47 violent or sexual offences

Internal police intelligence showed 15 arrests and 5 stop and search incidents. In total there had been 92 recorded crimes in the area in one month.

There were numerous existing off licences on the Ealing Road all of which already sold the type of cheap alcohol that this shop wished to supply.

The application didn't contain any reference to the existence of a CIZ in the area and the suggested licence conditions don't address the CIZ issue or the local problems at all.

The view of the police is that the application should be refused.

The licensing officer Edwin Maldoom addressed the hearing.

Mr Maldoom shared the views of the police about the application. The application failed to show how it would support the licensing objectives. The conditions proposed by the Applicant were not reasonable and included unnecessary ones such as conducting searches, which is a condition usually needed for pubs and bars; this suggests no proper thought on the part of the Applicant regarding the application or conditions offered. There is no mention of the CIZ in the application paperwork which is not what the licensing authority would expect to see in a CIZ area application.

The licensing authority notes that there are 9 existing off licenses in a 350 metre radius, there is saturation of the area by alcohol suppliers. It is correct to say that in another area this application might succeed but in this area that is not the case.

Granting this application would undermine the CIZ policy.

The Chair invited questions:

Councillor █████ asked if the street drinking took place on the Ealing Road or on side roads. PC Graves said that it occurred on both, he had observed this himself and also in the local park which contained empty bottles. He anticipated more problems if there was an increase in supply and a possible alcohol price war between local shops.

PC Graves said that the complaints he received came from local residents, mostly from one individual resident but he had also received complaints from local shop keepers that he had visited in the last few weeks. Street drinking is a problem in the entire area.

There were no other questions to the licensing officer and police.

The Applicant's agent addressed the hearing.

She told the committee that she had assisted Mr Patel (the Applicant) having been employed by him to give him training on licensing to prepare for his personal licence application with Harrow Council. He has asked her to assist with this licence application.

The agent said that Mr Patel is aware of the existence of the CIZ. Only 5% of the shop's sales will be alcohol. The main business of the shop is as a party supplier; the aim is to include alcohol so that it can operate as a "one stop shop" for customers wishing to obtain everything for entertaining and parties. The Applicant does not believe that selling a small amount of alcohol will add to any local problems. He does not intend to sell individual cans of beer.

The Applicant, Mr Ketten Patel addressed the hearing.

Mr Patel told the committee that the total shop premises was 2000 square feet but that only a small proportion would be used to sell alcohol. Staff would keep watch to control any anti-social behaviour inside or immediately outside of the shop.

The Chair invited questions to the Applicant and his agent.

Councillor █████ asked the Applicant what experience he had in licensed sales. The Applicant explained that he has other businesses and that his business partner in this shop has 7 years' experience in licensed sales.

Councillor █████ asked why he had not realised that his premises was in a CIZ. Mr Patel said that his business won't affect the CIZ because it will only offer standard alcohol products for sale. Alcohol sales will not be a large part of the shop's sales and the shop was different from other local shops since it specialised in party supplies. Other local shops were just off licences.

The Applicant explained that he had run a short-term petition for customers of the shop and a large number of people had signed in just 2 days to support the application to sell alcohol in the shop.

Councillor [REDACTED] asked about the layout of the shop and whereabouts the alcohol would be displayed for sale. The Applicant explained that there would be a fridge next to the till counter.

Councillor [REDACTED] asked if the shop sold cigarettes, she was told that it did not.

Councillor [REDACTED] asked about the type of party supplies that the shop sold and was told that it was supplies for every type of event including children's parties and for adults.

Councillor [REDACTED] asked about the staff. She was told that the shop normally had three members of staff on duty with 4 during the evening. Shifts were from 6am to 2pm and from 2pm to 9pm.

The shop had been open since last year and was trading satisfactorily. The Applicant had a 7 year lease on the premises as a sub-leaseholder.

Councillor [REDACTED] asked about the partner with licensing experience. She was told by the Applicant that his business partner would be present every day.

She asked the Applicant about his licence experience and was told that he was awaiting his own personal licence and had no licensing trade experience. He was able to list the 4 licensing objectives when asked.

Mr Maldoom asked the Applicant about his personal licence application and the role of his business partner, the Applicant repeated what he had told Councillor [REDACTED]

Councillor [REDACTED] asked where the business partner lived and was told that he lived in Queensbury in Harrow.

The Chair asked Mr Patel why his business partner had not made the application. Mr Patel said that he made the licence application because he is the main owner of the shop and the leaseholder. He has a private agreement with the business partner but he is not on the lease.

The Chair asked the attendees to summarise.

PC Graves said that the shop was in a CIZ with high levels of anti-social behaviour and street drinking. There was nothing about this application that addressed this or made this application special. It was a poor application. The Applicant had no experience of the licensing trade or the sale of alcohol, he had no personal licence. It would be a very bad idea to grant this licence.

Mr Maldoom said that this application would not support the licensing objectives which was the relevant policy for CIZ areas.

The Applicant reiterated that his business partner had 7 years' experience and that he himself was obtaining his personal licence.

The agent told the hearing that although this premises was in a CIZ it was virtually impossible to obtain new premises licences to sell alcohol in such areas. In this case only a small proportion of the shop's sales would be alcohol.

The committee went into closed session.

5. Determination of the Application

"Pursuant to section 18(3) of Licensing Act 2003, the sub-committee had regard to the representations and considered which of the steps listed in section 18(4) (if any) it considered appropriate for the promotion of the licencing objectives namely:

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

In making its decision the sub-committee also had regard to the Home Office Revised Guidance and Brent's Statement of Licensing Policy. In addition, the sub-committee took account of its obligations under section 17 of the Crime and Disorder Act 1998.

6. Decision

The committee has read the documents provided by the applicant and representations made by the police and licensing officer. The committee also listened carefully to the evidence and submissions given by the applicant and the parties making representations. The application is refused. The committee is mindful that the premises is within a CIZ. The committee is bound by the licensing policy regarding applications for new alcohol licences in CIZ areas.

To grant the licence sought the committee would have to be satisfied that the proposed licence would support the licensing objectives.

The committee has considered the level and nature of crimes in the vicinity of the premises.

The committee is not satisfied that the nature of the premises would be different from any other local off licenses and licensed premises, it will sell similar types of alcohol to the many other local off licenses.

The Applicant has no experience of selling alcohol and has not yet received his personal licence, the proposed premises supervisor was not present at the hearing. The level of staffing proposed for the shop is low in the opinion of the committee.

There was nothing in the application that persuaded the committee that this application would support the licensing objectives. In fact, the committee has concerns that the licensing objectives might be undermined by the granting of a licence for this premises.

7. Right of Appeal

The applicant and any person who made relevant representations has the right to appeal against this decision pursuant to section 181 and schedule 5 of the Licensing Act 2003.

If you wish to appeal you must notify Brent Magistrates' Court within a period of **21 days** starting with the day on which the Council notified you of this decision in writing."

Dated 12 February 2025



Find and update company information

Companies House does not verify the accuracy of the information filed
(<http://resources.companieshouse.gov.uk/serviceInformation.shtml#compInfo>)
[Advanced company search \(/advanced-search\)](/advanced-search)

SHREE SAI KRUPA UK LTD

Company number **15814302**

[Follow this company](#)

File for this company
(https://beta.companieshouse.gov.uk/company/15814302/authorise?return_to=/company/15814302)

Overview

[Filing history](#)

[People](#)

[More](#)

Registered office address

Unit 4&5, No.149, Ealing Road, Wembley ,Middlesex, England, HA0 4BY

Company status

Active

Company type

Private limited Company

Incorporated on

2 July 2024

Accounts

First accounts made up to **31 July 2025**
due by **2 April 2026**

Confirmation statement

Next statement date **15 May 2026**
due by **29 May 2026**

Last statement dated **15 May 2025**

Nature of business (SIC) Page 59

- 47110 - Retail sale in non-specialised stores with food, beverages or tobacco predominating

Previous company names

Name	Period
SRI SAI KRUPA LTD	02 Jul 2024 - 15 Jul 2024

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PATEL, Kettan

Correspondence address
149 Ealing Road, Wembley, Middlesex, United Kingdom, HA0 4BY

Role Active **Secretary**

Appointed on **2 July 2024**

PATEL, Kettan

Correspondence address

149 Ealing Road, Wembley, Middlesex, United Kingdom, HA0 4BY

Role Active **Director**

Date of birth **July 1975**

Appointed on **2 July 2024**

Nationality **British**

Country of residence **United Kingdom**

Occupation **Director**

PATEL, Siddhi Mukeshbhai

Correspondence address

Unit 4&5, No.149,, Ealing Road, Wembley ,Middlesex,, England, HA0 4BY

Role Active **Director**

Date of birth **February 1997**

Appointed on **7 May 2025**

Nationality **Indian**

Country of residence **England**

Occupation **Director**

PATEL, Mayurbhai Sureshbhai

Correspondence address

149 Ealing Road, Wembley, Middlesex, United Kingdom, HA0 4BY

Role Resigned **Secretary**

Appointed on **2 July 2024**

Resigned on **2 July 2024**

PATEL, Mayurbhai Sureshbhai

Correspondence address

149 Ealing Road, Wembley, Middlesex, United Kingdom, HA0 4BY

Role Resigned **Director**

Date of birth **August 1989**

Appointed on **2 July 2024**

Resigned on **2 July 2024**

Nationality **Indian**



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TERRITORIAL POLICING

**Sai Krupa Supermarket
Shree Sai Krupa UK Ltd.
Unit 4-5 149 Ealing Road
Brent
HA0 4BY**

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

Tel: 07500 087 115

Email: Brendon.McInness@met.police.uk

Web: www.met.police.uk

Your Ref: 34930

Our ref: 01QK/344/25/1187NW

Date: Wednesday 11th June 2025

Police representations to the application for a new Premises Licence for 'Sai Krupa Supermarket, Units 4-5, 149 Ealing Road, Brent, HA0 4BY'

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 Brendon McInnes
Licensing Constable 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 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 09.00 to 23.00 hours Monday through to Sunday. Open to the public from 06:00 to 23:00 hours Monday through to Sunday.

The venue is located along the Ealing Road near the junction with Stanley Avenue. This is the busiest part of the Ealing Road with a large amount of pedestrians, cars and regular complaints to the police and councillors of street drinking, ASB and littering. Especially Stanley Road junction with Kathleen Avenue and Breamer Avenue with the Service Road

The venue also falls into the Ealing Road Cumulative Impact Zone (CIZ). CIZ's were created by Brent Council to combat the crime, ASB and street drinking in the worst parts of the Borough. As mentioned in the last paragraph Brent Licensing Police along with Brent councils licensing team are receiving regular complaints about this exact problem based around street drinking, ASB and littering on this stretch of the Ealing Road. Adding another off license to this extremely busy stretch of the Ealing Road will only add more to the complaints, crime, street drinking and ASB.

The application provides a list of proposed conditions and makes mention to the CIZ. However the application does not go into any detail of any speciality theme, implying this is a standard off license selling traditional beers, wines and spirits that are readily available along the Ealing Road and surrounding areas. The only speciality theme mentioned is that in party supplies. This you can get from any Tesco or Sainsburys, to which there is a couple of these stores on either end of Ealing Road.

<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."

The area already has regular complaints of street drinking and ASB. These complaints are being dealt with on an on-going basis by both the police and Brent Council. The complaints are based around littering and groups of men 'street drinking'. Adding another off license to the same area will just add to more complaints and crime.

Summary

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.

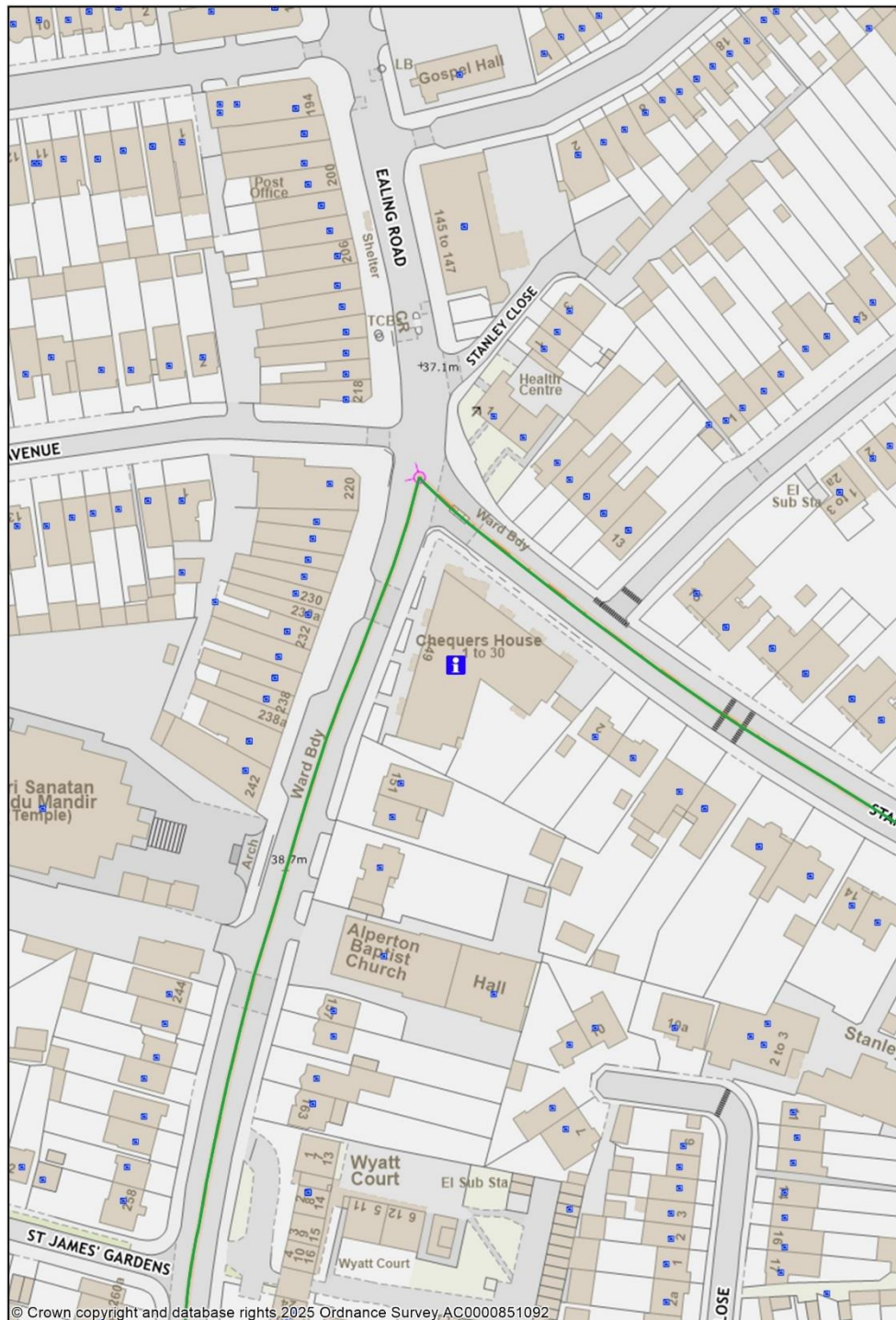
Allowing this application to progress, no matter how strict a list of conditions imposed, would only add to more alcohol on the streets, more street drinking, more ASB and crime in the area.

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 Brendon McInnes 1187NW
NW BCU - Brent Licensing
Brendon.McInness@met.police.uk

Basemap Map



1:1250

0 0.02 0.04 kilometres



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