



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 23 September 2025 at 10.00 am

This will be undertaken as a virtual online meeting

The meeting will be open for the press and public to follow via the live webcast available [HERE](#)

Membership:

Members

Councillors:

Ahmed (Chair)
Long

Substitute Members:

Councillors:

Akram, Bajwa, Chohan, Clinton, Hylton,
Mahmood, Rajan-Seelan & L. Smith

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

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

Notes for Members - Declarations of Interest:

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

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

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

***Disclosable Pecuniary Interests:**

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

****Personal Interests:**

The business relates to or affects:

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

or

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

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

Agenda

Introductions, if appropriate.

Item	Page
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for a New Premises Licence by Selvaratnam Pardeepan for the premises known as Windermere Foods, 124 Windermere Avenue, HA9 8RB, pursuant to the provisions of the Licensing Act 2003	1 - 24

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LICENSING ACT 2003

Application for a New Premises Licence

1. The Application

Name of Applicant:	Selvaratnam Pardeepan
Name & Address of Premises:	Windermere Foods, 124 Windermere Avenue, HA9 8RB
Applicants Agent:	Ian Rushton - JL Licence & Retail

1. Application

The application is for a new premises licence as follows:

To provide: the sale of alcohol and to remain open from 7.00am to 11.00pm Monday to Sunday.

2. Background

None

3. Promotion of the Licensing Objectives

See separate page

4. Relevant Representations

Representations have been received and withdrawn from the Licensing Officer.
Representations remain outstanding from the Police.

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 Application

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

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

8. Associated Papers

- A. Application Form & plan
- B. Police Rep
- C. Police Correspondence
- D. Licensing Rep
- E. Licensing Withdrawal
- F. OS Map



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

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

Online Ref. No: 20008
Application No: 35690
Date: 04 August 2025

LICENSING ACT 2003

Licence: Premises Licence New Application

Application No: 35690

Dear Sir/Madam,

Applicant: SELVARATNAM PARDEEPAN

Date Received: 04 August 2025

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:

01 September 2025.

Yours faithfully

Vanesha Haulkhory
Licensing Support Officer
Regulatory Services

Part 1 – Premises Details

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

WINDERMERE FOODS

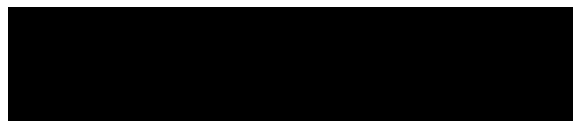
124 Windermere Avenue, Wembley, Brent, HA9 8RB

Telephone Number at premises (if any):

Non domestic rateable value: 15500

Part 2 – Applicant Details

Proposed Licence Holder:
SELVARATNAM PARDEEPAN



Agent Details

Ian Rushton
JL LICENCE AND RETAIL



Part 3 – Operating Schedule

When do you want the premises licence to start? 31-08-2025

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: GENERAL CONVENIENCE STORE

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

Section J: Sale of alcohol: Off the premises

The times the licence authorises the carrying out of licensable activities

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

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

Selvaratnam Pardeepan
Date of birth:



Licence Number: TBC
Issuing authority:

Concerns in respect of Children: n/a

The opening hours of the premises

Day	Start Time	End Time
Monday	07:00	23:00
Tuesday	07:00	23:00
Wednesday	07:00	23:00
Thursday	07:00	23:00
Friday	07:00	23:00
Saturday	07:00	23:00
Sunday	07:00	23:00

a) General – all four licensing objectives (b, c, d, e): SEE ATTACHED

b) The prevention of crime and disorder: SEE ATTACHED

c) Public safety: SEE ATTACHED

d) The prevention of public nuisance: SEE ATTACHED

e) The protection of children from harm: SEE ATTACHED

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Application for a new premises licence

**WINDERMERE FOODS
124 WINDERMERE AVENUE
WEMBLEY HA9 8RB**

Operating schedule/proposed licence conditions

This is a well established business (a family business) operating as a general convenience store selling a wide range of goods to the local community such as magazines, snacks, a variety of groceries, household goods, confectionery, cigarettes, toiletries, frozen goods etc.

The applicant would like to develop the business by also offering some alcohol for sale. The proposed alcohol sales would just be a part of the overall business – the focus of the shop will continue as a general convenience store

A detailed and robust operating schedule is proposed to promote the licensing objectives.

Prevention of crime and disorder

A CCTV camera system capable of providing good quality images in all lighting conditions shall be used. Images will be retained for a period of at least 28 days and be made available to the Police and other authorised officers upon reasonable request for evidential purposes, in accordance with data protection legislation

The CCTV recording equipment shall be kept in a secure environment under the control of the premises licence holder (PLH) and/or another named responsible individual.

All staff selling alcohol will be authorised to sell alcohol in writing and a record of the authorisation will be made available for inspection.

The DPS and other staff will be vigilant and monitor the area immediately outside the shop, taking all reasonable steps to ensure that customers do not cause annoyance by congregating.

Spirits will be kept behind the counter

Any incidents of crime and disorder at or immediately outside the premises, witnessed by staff, will be recorded in an incident book kept at the shop. This book will be made available for inspection by the Police and the other responsible authorities.

An appropriate number of staff shall be on duty in the shop - the number of staff on duty will be assessed and determined on a regular basis by the PLH/DPS taking account of any peak periods.

The premises shall operate a strict alcohol refusals policy - alcohol will not be sold to;

(1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);

(2) Any person found to be drinking alcohol in the street;

(3) Any person who is drunk or appears to be drunk;

(4) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;

(5) Any person unable to provide valid ID when requested by staff;

(6) Any person who is verbally or physically abusive towards staff or customers.

A notice advising customers of the refusals policy shall be on display.

Public safety

No specific risks have been identified under The Licensing Act 2003

(note – the applicant is aware of the need to comply with other legislative requirements to ensure that the shop is safe for customers and staff).

Prevention of public nuisance

Deliveries to the shop will be arranged so as to prevent public nuisance.

A notice will be on display asking customers to leave the shop quietly

A notice will be displayed asking customers not to drop any litter on the floor.

Staff will monitor the area immediately outside the shop on a regular basis to check for, and dispose of, any litter.

Protection of children from harm

Challenge 25 shall be used and appropriate signage shall be on display.

Alcohol will only be sold to people who can prove that they are 18 years old or over. The only acceptable form of ID will be a passport, photo driving licence, a PASS accredited proof of age card, or another form of photo ID as recommended by Trading Standards.

An alcohol refusals register will be used by staff and be made available for inspection by responsible authorities.

A notice shall be displayed in the premises to advise customers that it is unlawful for persons under 18 to purchase alcohol or for any persons to purchase alcohol on behalf of a person under 18 years of age.

All staff selling alcohol will be trained on relevant matters such as preventing underage sales, not selling alcohol to a person who is drunk, etc. Training will be delivered on a regular basis (every 12 months) and records will be made available for inspection by Authorised Officers.

NOTE TO RESPONSIBLE AUTHORITIES AND INTERESTED PARTIES

**IF YOU HAVE ANY QUERIES OR COMMENTS ON THESE PROPOSALS,
PLEASE CONTACT IAN RUSHTON ON [REDACTED] OR BY EMAIL TO
[REDACTED] TO DISCUSS FURTHER**

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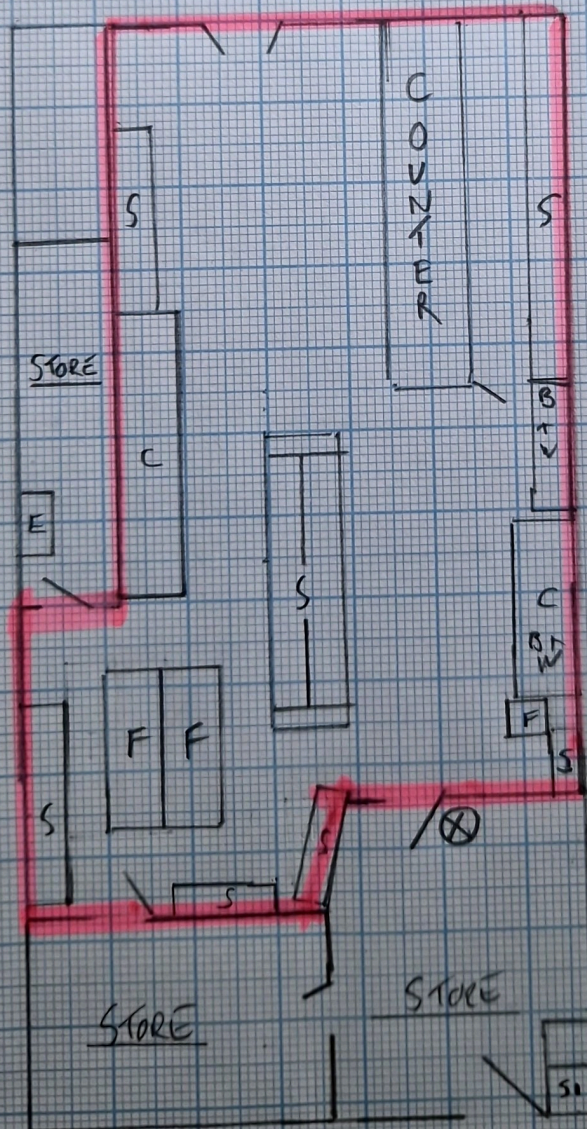
JULY 2025

WINDERMERE FOODS
124 WINDERMERE AVENUE
WEMBLEY HA9 8RB

KEI

S - SHELVING
C - COOLER
⊗ - FIRE EXTINGUISHER
SI - SINK
E - ELECTRIC BOX
F - FREEZER
— LICENCE AREA
B+W BEERS & WINES
SCALE 1:100

ENTRANCE



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**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Selvaratnam Pardeepan (DPS)
Windmere Foods
124 Windmere Avenue,
Wembley
HA9 8RB

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

Tel: 07500 087 115

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

Web: www.met.police.uk

Your Ref: 35690

Our ref: 01QK/466/25/3122NW

Date: Thursday 28th of August 2025

Police representations to the application for a new Premises Licence for 'Windmere Foods, 124 Windmere Avenue, Wembley HA9 8RB '

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

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

Officer: PC Phil Graves
Licensing Constable 3122NW

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

The application has been made for a new premises licence under section 17 of the Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

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

The Application

The application is for a new premises license to add off sales of alcohol to an existing convenience store from 07.00 to 23.00 hours seven days a week. I attended the venue yesterday where the venue sits in a small parade of shops close to the Windmere Pub House on a quiet residential road. My only concern with this application is the early hours requested for the sale of alcohol from 07.00 hours and believe a later start time is more suitable to this residential area.

The venue does not fall into any of the boroughs Cumulative Impact Zones (CIZ) but is affected by the Public Space Protection Order (PSPO) that prohibits the drinking of alcohol in any public space on the borough. Due to this the license will require appropriate conditions that will uphold the licensing objectives and the PSPO. PSPO link below.

www.brent.gov.uk/nuisance-crime-and-community-safety/public-spaces-protection-orders#pspos

Personal License Holder

The sale of alcohol to drunken people and children is a major concern to Police and highlighted in the governments Alcohol Harm Reduction Strategy. Those who sell or provide alcohol should be fully aware of the legislation and issues around alcohol and should be fully trained to a national standard.

Closed Circuit Television (CCTV)

Good quality CCTV is a basic requirement to help deter and detect criminal activity for all reputable license holders. Therefore, a decent quality CCTV system is an essential tool and should be installed and maintained in accordance with Home Office Guidance. The system should be fully operational during the hours of business, with a member of staff present who can operate and if required download footage upon request of the police or other recognised authority.

Notices should also be displayed advertising the presence of the CCTV to help promote a secure and safe working environment.

Police Representations

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

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council upon request.
2. CCTV camera shall be installed to cover all the entrances and exits of the premises
3. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading. This staff member shall be capable of making copies and downloading any footage immediately requested by the police or authorised Brent council officials.
4. The CCTV system shall display on any recordings the correct date and time of the recording.
5. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulder image of every person entering or leaving the premises and all areas where alcohol is sold from.
6. A suitable intruder alarm complete with panic button shall be fitted and maintained.
7. A 'Challenge 25' policy shall be adopted and adhered to at all times.
8. An incident log shall be kept at the premises and made available for inspection on request to an authorised officer of Brent Council or the police, which will record the following:
 - a) Any complaints received.
 - b) Any incidents of disorder.
 - c) Any faults in the CCTV system.
 - d) Any visit by a relevant authority or emergency service.

Any inputs recorded in this log shall be done within 24 hours of the incident

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

Any inputs recorded in this log shall be done within 24 hours of the incident

10. Training records of all staff that sell or serve alcohol shall be kept. This training shall be done at least once a year for each individual staff member. The training records shall detail: -

- (a) Staff member's name, signature and date
- (b) Name of person providing the training
- (c) Training on use of the incident log
- (d) Training on refusal of sale
- (e) Training on challenge 25 policy
- (f) Training on the use and downloading (providing copies) of the CCTV system

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

12. There shall be no high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.

13. There shall be no single cans or bottles of beer or cider shall be sold at the premises.

14. There shall be no miniatures under 35cl of spirits or wine sold at the premises.

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

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

17. The sale of alcohol shall be from 10.00 to 23.00 hours seven days a week.

If the above conditions are met in full, police would be able to withdraw representations.

Yours Sincerely,

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

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From: Ian Rushton

Sent: 15 September 2025 17:23

To: Phil.S.Graves

Cc: Business Licence

Subject: Re: New Premises - Windermere Foods, 124 Windermere Avenue, HA9 8RB - 35690 - Police Reps

Importance: High

Hi Phil

Thanks for your call earlier this morning

I note your agreement on the phone to the proposed hours of 7am to 11pm.

I can confirm our agreement to the majority of your proposed conditions/rewording of originally submitted conditions.

Just a couple of comments/queries;

CCTV - for clarity, what is the current Home Office Guidance re CCTV?

The shop has an alarm but no panic button. Can the requirement for a panic button be removed as a licence condition?

My client will agree to not selling stronger beers over 6% ABV as per your proposals.

In terms of the sale of single cans/bottles - what about the larger bottles of regular strength beers/ciders? Customers (such as the older generation etc) often only wish to purchase 1 of the larger bottles

Sales of miniature spirits and wines - we'd look to remove wines from this condition and would suggest that spirits under 10cl in size would be more reasonable. Customers may not wish to purchase a larger bottle of a spirit.

The presence of a PSPO is positive and can be an effective tool to deal with and tackle any problematic street drinking, subject of course to enforcement

Let me know your views

Thanks, Ian

Ian Rushton

JL Licensing

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From: Maldoom, Edwin

Sent: 26 August 2025 10:31

To: Ian Rushton

Cc: Business Licence; Legister, Linda

Subject: RE: CONSULT: New Premises - Windermere Foods, 124 Windermere Avenue, HA9 8RB - 35690

Good morning Ian,

Thank you for your response - I have subsequently removed those three conditions and updated the attached.

Given the agreement regarding the other conditions, I can confirm that the Licensing Authority have no objections to make against the premises licence application.

Many thanks,

Edwin Maldoom

Licensing Enforcement Officer

Regulatory Services

Brent Council

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Proposed Annex Two Conditions
New Premises Licence Application: Windermere Foods, 124 Windermere
Avenue, Wembley, HA9 8RB (REF: 35690)

The prevention of crime and disorder.

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 28 days. The CCTV system shall also display the correct date and time on any recordings.
2. The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the publicly accessible areas stipulated on the premises plan. At least one CCTV camera shall face onto the immediate frontage of the premises.
3. 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.
4. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
5. An incident log shall be kept at the premises and made available for inspection upon request by the Police and any authorised Officers from Brent Council. The incident log shall record the following:
 - a. any incidents of crime 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.

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.

6. Staff training shall be undertaken by all members of staff involved in licensable activities. All staff shall also undergo refresher training at least once every 12 months, with all training recorded. Training shall include the following topics:
 - a. age verification policy and prevention of proxy sales.
 - b. recognising signs of drunkenness, intoxication, and identifying habitual street drinkers.
 - c. procedures for recording refused sales relating to (a) or (b), and conflict management.
 - d. the four licensing objectives.
 - e. operating procedures, permitted hours, and premises licence conditions.
7. 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.

8. A register shall be kept recording all refused sales of alcohol. The register 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
9. 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
10. There shall be no self-service of spirits on the premises with all spirits being located behind counter.

Public safety

11. All entry and exit points (including fire exits) shall be free from any obstructions.

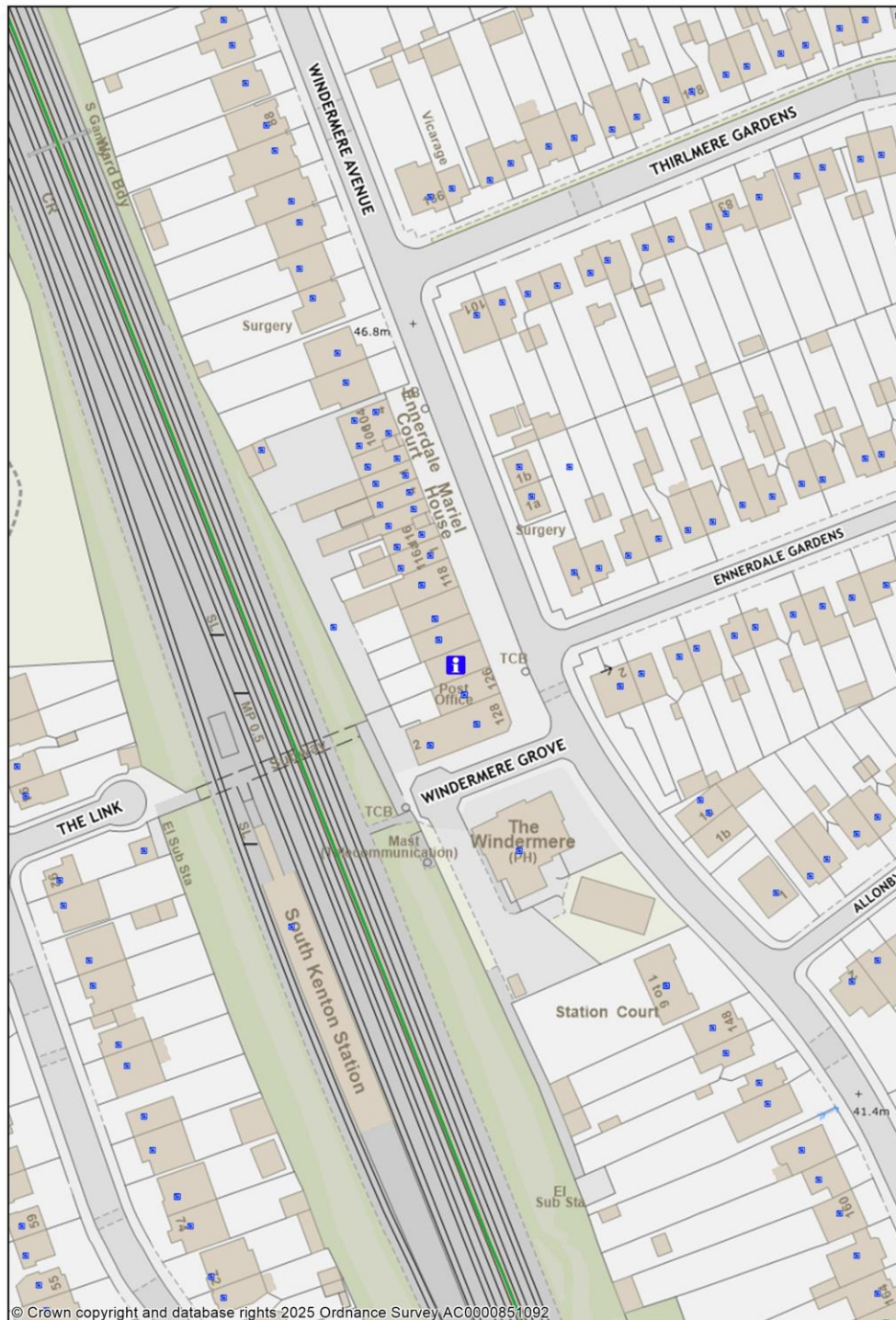
The prevention of public nuisance

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

The protection of children from harm

13. 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. A Challenge 25 notice shall be also conspicuously displayed at the point of sale.
14. Notices shall be conspicuously displayed at the point of sale reminding customers that proxy sales are unlawful.

Basemap Map



1:1250

0 0.02 0.04 kilometres



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