



## Alcohol and Entertainment Licensing Sub-Committee

**Tuesday 31 March 2026 at 10.15 am**

Members Suite - 4th Floor, Brent Civic Centre,  
Engineers Way, Wembley, HA9 0FJ

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

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

### Membership:

#### Members

Councillors:

Ahmed (Chair)  
Long  
Hylton

#### Substitute Members:

Councillors:

Akram, Chohan, Clinton, Ethapemi, Mahmood,  
Maurice, L Smith

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto:devbai.bhanji@brent.gov.uk)

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

### **Notes for Members - Declarations of Interest:**

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

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

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

### **\*Disclosable Pecuniary Interests:**

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

### **\*\*Personal Interests:**

The business relates to or affects:

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

or

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

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

# Agenda

Introductions, if appropriate.

Item	Page
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
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.	
<b>3 Application for New Premises Licence by Aarav Sales Ltd for the premises known as Akshar Food &amp; Wine, Unit 15, 87 Ealing Road, Wembley, HA0 4BD, pursuant to the provisions of the Licensing Act 2003</b>	1 - 24

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## LICENSING ACT 2003

### Application for New Premises Licence

#### 1. The Application

Name of Applicant:	Aarav Sales Ltd
Name & Address of Premises:	Akshar Food & Wine, Unit 15, 87 Ealing Road, Wembley, HA0 4BD
Applicants Agent:	Debbie Bollard – Hough & Bollard Ltd

The application is for a new premises licence as follows:

To provide: the Sale of Alcohol from 9am to 11pm Monday to Sunday and to remain open from 7am to 11pm Monday to Sunday.

#### 2. Background

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

This application falls within a Cumulative Impact Zone.

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

#### 3. Promotion of the Licensing Objectives

See page 3 - 4 of the application.

#### 4. Relevant Representations

Representations have been received from the Police and Licensing Officer.

#### 5. Interested Parties

None

## **6. Policy Considerations**

### **Policy 1 – Process for Applications**

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

## **7. Determination of the Application**

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

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

## **8. Associated Papers**

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



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA90FJ

TEL: 020 8937 5359  
EMAIL: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)  
WEB: [www.brent.gov.uk](http://www.brent.gov.uk)

Online Ref. No: 21126  
Application No: 37314  
Date: 04 February 2026

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**  
**Application No: 37314**

Dear Sir/Madam,

**Applicant: Aarav Sales Ltd**

**Date Received: 04 February 2026**

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. 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: **04 March 2026**.

Yours faithfully

SimaNaran  
Administration Officer  
Regulatory Services

**Part 1 - Premises Details**

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

**Akshar Food & Wine**  
**Unit 15, 87 Ealing Road, Wembley, Brent, HA0 4BD**

Telephone Number at premises (if any): 07472109773

Non domestic rateable value: 24500



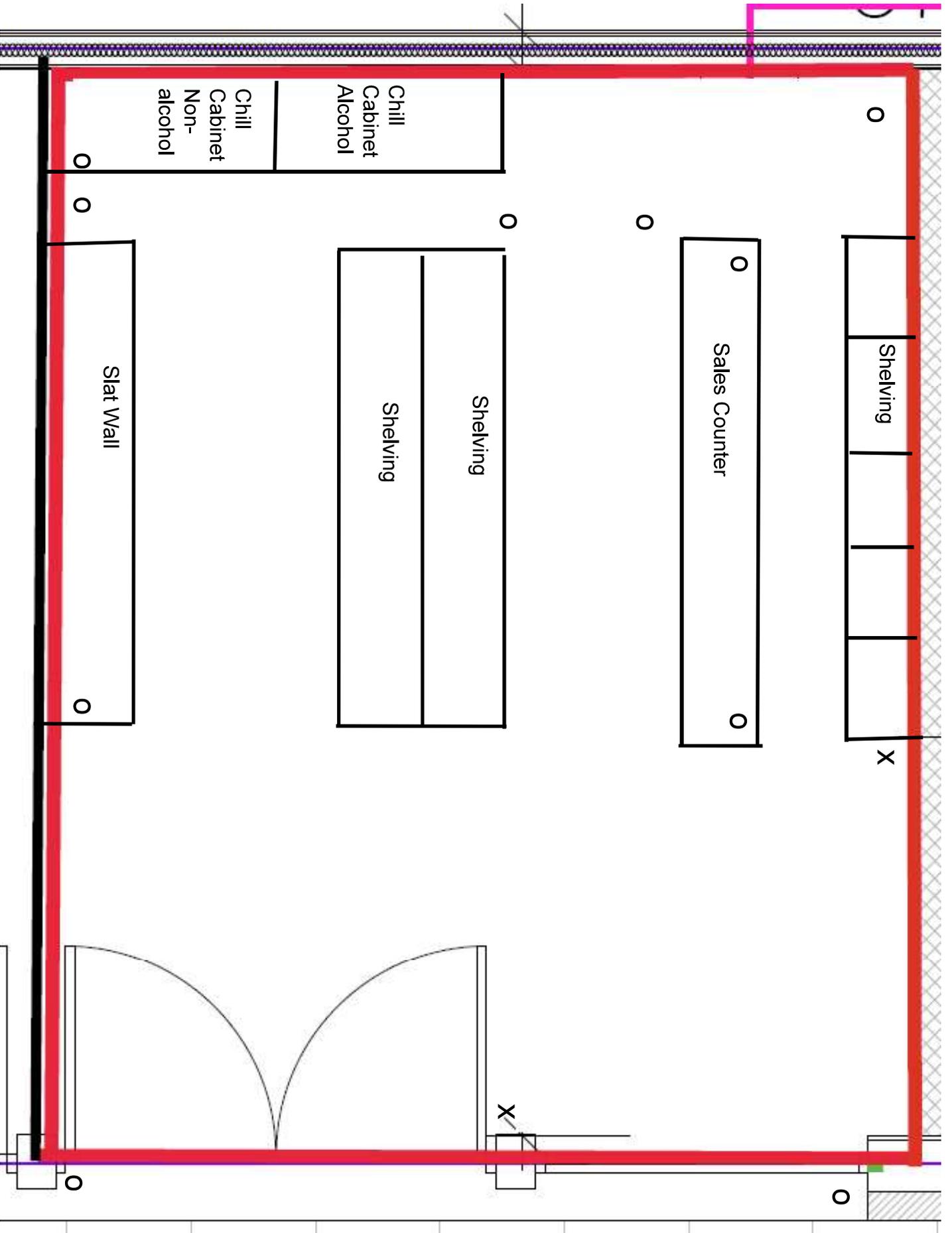


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**METROPOLITAN  
POLICE**

Working together for a safer London

**TERRITORIAL POLICING**

**Aarav Sales Ltd  
Akshar Food & Wine  
Trader, Unit 15, 87 Ealing Road  
Wembley.  
HA9 4BD**

**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:** 37314

**Our ref:** 01QK/084/26/3122NW

**Date:** Saturday 28<sup>th</sup> of February 2026.

**Police representations to the application for a new Premises Licence for 'Akshar Food & Wine, Trader, Unit 11, 87 Ealing Road, Wembley HA0 4BD'**

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

**Officer: PC Phil Graves  
Licensing Constable 3122NW**

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

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

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

**The Application**

This is the second application for this venue in the last month due to the first application having the wrong address / unit number. As detailed in this application the venue is part of 'Wembley Trader' which is a multi-occupancy retail outlet containing various food outlets and one licensed bar / pub on the first floor.

Having viewed the current license (number 27900) this shows that the venue Trader already has a premises license allowing the off sales of alcohol from 10.00 to past 23.00 hours. The licensable activities requested in this application are from 09.00 to 23.00 hours for off sales of alcohol. The licensing agent acting on behalf of this application explains that she is aware of the existing premises license and that DC Mart (existing license holders) are requesting that Aarav sales obtain their own license to protect DC Mart's.

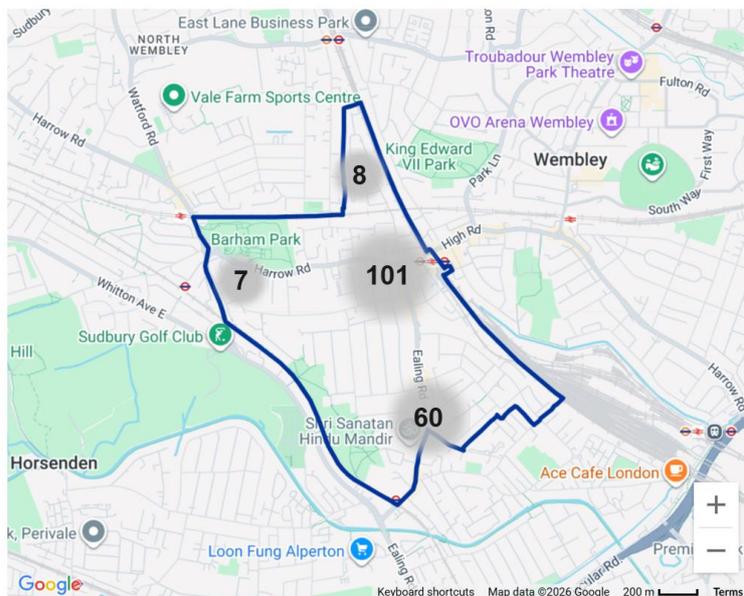
The venue also falls with the Ealing Road Cumulative Impact Zone (CIZ). Brent Council created CIZs to help combat crime, ASB, littering and street drinking in the worst parts of the borough.

Brent council’s policy on CIZ’s are detailed in the link below. As you can see the policy details how any new off license application or an extension in hours will be refused by the committee unless the application can show that it won’t have a negative effect on the licensing objectives and it not just another ‘bog standard’ off license selling the same alcohol as it’s competitors.

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

*“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.”*

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).

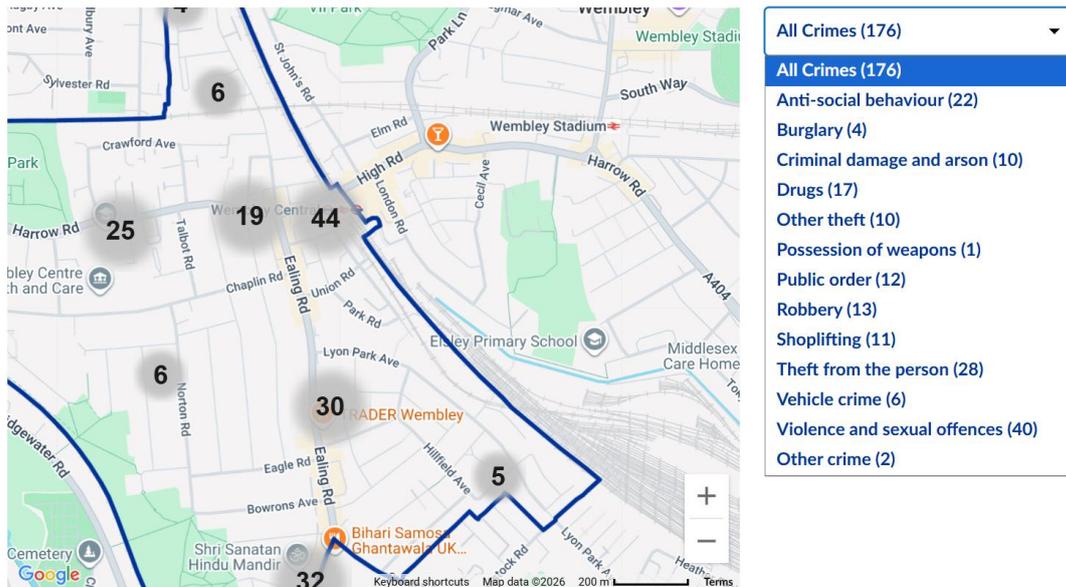


Crime type and time period title

All Crimes (176)   
 November 2025

176 crimes were reported here in November 2025

Violence and sexual offences	40
Theft from the person	28
Anti-social behaviour	22
All other crime	86



The above maps show the crime figures for the HA0 4BD postcode. As you can see the figures are very high showing a total of 176 crimes recorded for the month of November 2025. Zooming in on Ealing Road you can see that there is a cluster of 30 crimes over the Trader Centre Wembley.

The application refers to the already adequate off licenses in the area and proposes a standard list of conditions to uphold the licensing objectives. It is the police's opinion that there is more than enough off license along the Ealing Road and adding another in a CIZ with severely undermine the licensing objectives.

Below is a list of the immediate off license along the Ealing Road. This list does not include any other licensed venues such as restaurants and night clubs that are situated nearby.

Sidney's off License	216 Ealing Road	Off Sales	08.00 to 23.00 hrs
Best Foods	11a-13 Ealing Road	Off Sales	24/7
Ealing Newsagent	154, Ealing Road	Off Sales	09.00 to 23.00 hrs
Ganapathy Cash & Carry	34-38 Ealing Road	Off Sales	08.00 to 23.00 hrs
Wembley Off License	95, Ealing Road	Off Sales	09.00 to 23.00 hrs

### **Summary**

The Ealing Road is one of the busiest stretches of roads on the borough. It suffers from a very high level of complaints of street drinking, anti-social behaviour, littering and crime. The existing off licenses provide more than enough alcohol to the community with no need for another.

The crime figures above illustrate just how busy and how much crime there is along the Ealing Road. The venue already has a premises license allowing the off sales of alcohol from 10.00 to 23.00 hours seven days a week. Permitting another, shadow license or otherwise would contradict the entire reason for having CIZ's. The application makes no reference to any specialised theme in its proposed alcohol sales, leaving the assumption that any alcohol sold would be your normal alcohol that is already available in numerous other licensed venues.

Taking all the above points into account and the council's own policy on CIZ's the police oppose this application in full regardless of what conditions could be added to the license as all four of the licensing objectives won't be met.

Yours Sincerely,

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

**From:** debbie@

**Sent:** 02 March 2026 10:21

**To:** Phil.S.Graves; Business Licence

**Cc:** Legister, Linda

**Subject:** RE: New Premises - Akshar Food & Wine, Unit 15, 87 Ealing Road, HA0 4BD - 37314

Phil

Thank you for your email with attachments.

Your assertion that the first application was submitted in the wrong name is factually incorrect. The application was made using the correct name and address albeit the Unit number was omitted. However, the accompanying clearly plan identified the application was for Unit 15. Any misunderstand lies with licensing who informed the Responsible Authorities that the application was for Unit 11 and/or your failure to correctly interpret the application and/or review the plan accompanying the application.

As you acknowledge, there is already a Premises Licence in place which already authorises the activities my Client would engage in, well in excess of the hours that my client proposes. There is therefore no justifiable reason for the application not to be granted, as it is not providing for anything over and above what is already authorised.

Furthermore, there is clear case law (*Extreme Oyster & Star Oyster Ltd. v Guildford Borough Council (2013)*) that supports the right for a shadow licence to exist in order to protect a landlord's Premises licence within a CIZ. This will be put to the licensing sub-committee, should the application have to go to a hearing.

However, my client is willing to engage in a consultation on any additional conditions that either the police or licensing believe would be beneficial in order to prevent wasted time and money on an unnecessary licensing hearing.

Kind regards

**Debbie Bollard**

Licensing Consultant

Member of the Institute of  
Licensing

Hough & Bollard Ltd.

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

2 March 2026

Ref: 37314

Dear Business Licence,

**Licensing representation against the premises licence application in respect of Akshar Food & Wine, Unit 15, 87 Ealing Road, HA0 4BD.**

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 might 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:

- An age verification policy
- Robust CCTV provisions
- Recorded staff training

- Use of a refusals log
- Use of an incident log
- Restriction on beer, lager, or cider above 6.0% ABV
- Restriction on the sales of alcoholic miniatures
- Restriction on sales of single can/bottle sales of beer and cider (below 500ml)
- Restriction on alcohol advertising in the shop frontage
- Measures to ban known street drinkers where possible
- Limitation on alcohol on display to 15% of sales area

As such, some of the proposed conditions represent standard practice for an off-licence (i.e., CCTV provisions, an age-verification policy, an incident/refusals log, etc.). In addition, the other more restrictive measures put forward (i.e., restrictions on beers/ciders above 6.0% ABV, the prevention of alcoholic miniature sales, restrictions on single can/bottle sales, and the reduction of shop spaced designated to alcohol sales) suggest that the applicant has considered some of the expectations for premises located within a Cumulative Impact Zone (CIZ).

Furthermore, the application makes explicit reference to the Ealing Road Cumulative Impact Zone, the reasons for its implementation, and the fact that the entire borough is subject to a Public Spaces Protection Order (PSPO) which makes it an offence to fail to comply with a request from an authorised person to cease drinking or to surrender alcohol in a public place. The application also lists nearby similar off-licences within a 0.3-mile radius. The applicant argues that the quantity of alcohol it intends to sell will not materially increase the overall availability of alcohol in the locality, and therefore its operation will not negatively impact the licensing objectives should the premises licence application be granted. It is further stated that the sale of alcohol will ordinarily be ancillary to the purchase of other household items and groceries

### Informative

There is an existing premises licence in place for Trader Wembley, 87 Ealing Road, HA0 4BN (Premises Licence Number: 27900), granted on 11 May 2023 and held by DC Mart Ltd. This premises licence authorises the licensable activities for plays, films, indoor sporting events, boxing or wrestling entertainment, live and recorded music, performances of dance, late night refreshment (indoors), and the sale of alcohol for both on and off the premises between 06:00 – 23:00 Sunday to Thursday and, 06:00 – 02:00 on Friday and Saturdays.

Whilst it could be argued that this premises licence could act as a shadow licence, as referenced in the operating schedule of the application - thereby allowing the applicant to possibly and lawfully operate under its terms (subject to the agreement of the existing premises licence holder), it is important to note that the conditions of this premises licence are primarily focused on on-sales rather than off-sales.

### Cumulative Impact Zone (CIZ)

In 2022, Brent Council reviewed its Cumulative Impact Policy after assessing crime data from various sources. This led to the implementation 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 detail can be found in Appendix 6: Cumulative Impact Zones (pages 52–65) of the Council’s Statement of Licensing Policy.

### Ealing Road, Wembley

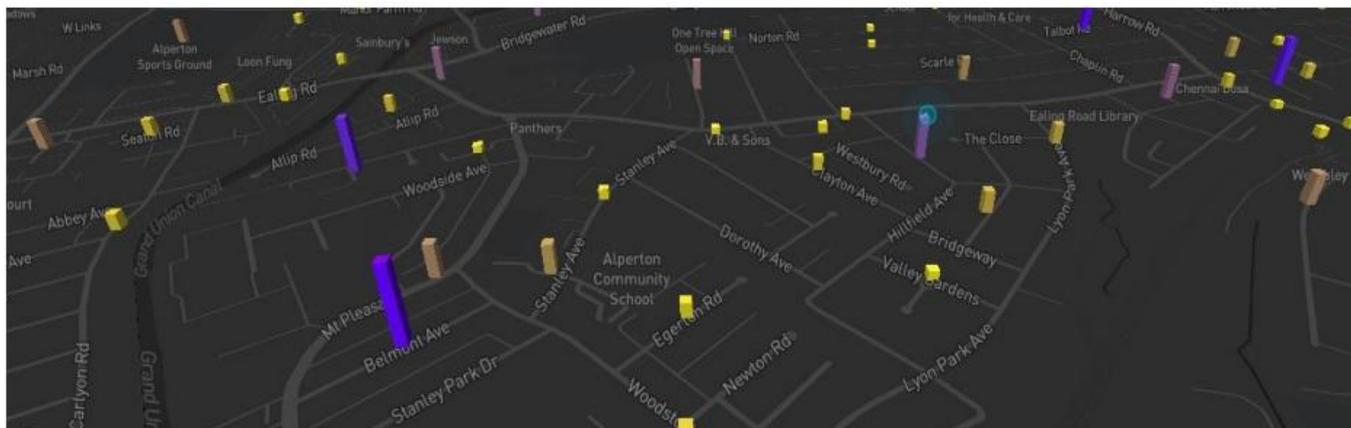
The CIZ that relates to the local area encompasses the entirety of Ealing Road, from the junction with High Road, Wembley to the junction with Bridgewater Road

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 15 within 87 Ealing Road, HA0 4BD, on the ground floor of Trader Wembley, a medium-sized commercial complex comprising of a variety of food-led businesses operating as individual units.

The complex itself is situated along a busy stretch of Ealing Road and lies at the start of a busy parade of shops, including an existing off-licence, several food-led businesses, and a range of other retail outlets.



There are five similar off-licences already operating in the immediate vicinity:

Wembley Off Licence, 95 Ealing Road, HA0 4BN (Premises licence number: 10437)  
Permitted Hours: 09:00 – 23:00 (Monday to Sunday), Distance: 15 metres

Ealing Newsagent, 154 Ealing Road, HA0 4PY (Premises licence number: 18064)  
Permitted Hours: 09:00 – 23:00 (Monday to Sunday), Distance: 41 metres

Sidney's Off Licence, 216 Ealing Road, HA0 4QG (Premises licence number: 156261)  
Permitted Hours: 08:00 – 23:00 (Monday to Saturday), 10:00 – 22:30 (Sunday), Distance: 236 metres

Best Foods, 11A - 13 Ealing Road, HA0 4AA (Premises licence number 331624)  
Permitted Hours: 00:00 – 00:00 (Monday to Sunday), Distance: 550 metres

Ganapathy Cash & Carry, 34-38 Ealing Road (Premises licence number 160436)  
Permitted Hours: 08:00 – 23:00 (Monday to Saturday), 10:00 – 22:30 (Sunday), Distance: 500 metres

### Summary

The Licensing Authority acknowledges that this application proposes robust conditions, reasonable operating hours, makes explicit reference to its location within a Cumulative Impact Zone, asserts that alcohol sales will be ancillary to the primary business model, and is situated within a wider commercial unit where internal lease arrangements may create expectations from the landlord aimed at preventing issues arising in the vicinity.

It is further noted that the business could, in theory, lawfully operate under the existing premises licence for Trader Wembley, 87 Ealing Road, HA0 4BN (Premises Licence Number: 27900), subject to the agreement of the current premises licence holder.

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

While this application might ordinarily be granted without issue if it were located outside a CIZ, the Licensing Authority is of the view that no compelling evidence has been presented to demonstrate that granting the licence would not add to cumulative impact. Furthermore, it is not considered that sufficient justification has been provided to depart from the CIZ policy / Statement of Licensing Policy. It is also noted that the proposed application does not appear to represent a niche or specialist retail business model, but rather a small supermarket offering a range of food and household items.

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

Ultimately, although the application is clearly well considered, the Licensing Authority believes that granting it would contribute to the cumulative impact in the local area, thereby undermining the licensing objective of the prevention of crime and disorder.

Therefore, the Licensing Authority's view is that the application should be refused. However, should the Sub-Committee be minded to grant the application on the basis that sufficient evidence is provided to demonstrate that it would not add to cumulative impact and that a departure from policy is justified, it is respectfully requested that the conditions set out at the end of this representation, largely consistent with those proposed by the applicant, be imposed in full.

Yours sincerely,



Edwin Maldoom  
Licensing Enforcement Officer

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 capture clear images of every person entering or leaving the premises with further CCTV cameras covering the publicly accessible areas stipulated on the premises plan, including the front external area.
3. CCTV footage shall be made available for immediate viewing upon request by the Police and any authorised Officers from Brent Council by a member of staff who is conversant with the operation of the CCTV system. CCTV footage shall also be provided 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. A notice stating that CCTV is in operation shall be clearly and prominently displayed.
5. An up-to-date incident log shall be kept and maintained at the premises which shall record the following:
  - a. any incidents of crime and 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 12 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. The incident log shall be available for inspection upon request by an authorised officer of Brent Council or the Police

6. 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.
7. 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.

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 trained and 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.
10. There shall be no sales of beers, ales, lagers, or ciders above 6.0% ABV
11. There shall be no sales of any single cans or bottles of beer or cider in sizes less than 500ml. A notice advising customers of this policy shall be displayed.
12. No spirits or wine shall be available for self-service. All such products shall be stored behind the counter and supplied only by staff upon request. There shall be no sales of spirit miniatures under 35cl or wine under 200ml. A notice advising customers of this policy shall be displayed at the point of sale.
13. There shall be no promotions, discounts, or price-led incentives shall be offered in relation to the sale of alcohol. There shall also be no external advertising of alcohol displayed on or adjacent to the premises, including on windows, doors, signage, or street-facing structures.
14. All alcohol exposed for sale shall only be confined to the areas denoted on the premises plan.
15. Staff shall take reasonable steps to discourage street drinking of alcohol directly outside the premises and shall refuse service to individuals who engage in such behaviour.
16. The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.

#### Public safety

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

#### The prevention of public nuisance

18. 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

19. 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.

20. Notices shall be conspicuously displayed at the point of sale reminding customers that proxy sales are unlawful.
21. Any tills in operation at the premises shall automatically provide age-related prompts to staff to verify the age of the customer when alcoholic products are scanned or otherwise entered into the till for sale

Basemap Map



1:1250

0 0.02 0.04 kilometres



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