



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 14 April 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)
Hylton
Mahmood

Substitute Members:

Councillors:

Akram, Chohan, Clinton, Ethapemi, Long,
Maurice, 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 a of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

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

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

Agenda

Introductions, if appropriate.

Item	Page
1 Apologies for absence and clarification of alternate members	
2 Declarations of Interests	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
3 Application for a New Premises Licence by Mr Thamothersampillai Tharmarasa for the premises known as API AVI Convenience Store, 383 Church Lane, NW9 8JB, pursuant to the provisions of the Licensing Act 2003	1 - 29

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Mr Thamothersampillai Tharmarasa
Name & Address of Premises:	API AVI Convenience Store, 383 Church Lane, NW9 8JB
Applicants Agent:	Ian Rushton

The application is for a new premises licence as follows:

To provide: the sale of alcohol 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 separate sheet.

4. Relevant Representations

Representations have been received from the Police, Licensing Officer, Ward Councillor and local resident.

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. Cllr Rep
- E. Resident Rep
- 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: 21208
Application No: 37419
Date: 18 February 2026

LICENSING ACT 2003

Licence: Premises Licence New Application
Application No: 37419

Dear Sir/Madam,

Applicant: Mr THAMOTHARAMPILLAI THARMARASA

Date Received: 17 February 2026

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:

17 March 2026.

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

API AVI CONVENIENCE STORE

383 Church Lane, London, Brent, NW9 8JB

Telephone Number at premises (if any):

Non domestic rateable value: 15500

Part 2 – Applicant Details

Proposed Licence Holder:

Mr THAMOTHARAMPILLAI THARMARASA

Agent Details

Ian Rushton

JL LICENCE AND RETAIL

77 Womack Gardens, merseyside, WA9 5UY

Part 3 – Operating Schedule

When do you want the premises licence to start? 18-03-2026

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: SHOP

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

<u>Section J: Sale or Supply of Alcohol: Off the premises</u>		
<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
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:

Concerns in respect of Children: N/A

The opening hours of the premises

<u>Day</u>	<u>Start Time</u>	<u>End Time</u>
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 premises licence

**API AVI CONVENIENCE STORE
383 CHURCH LANE, KINGSBURY, LONDON, NW9 8JB**

Operating schedule/proposed licence conditions

This operating schedule has been prepared having regard to the current information and guidance including the Council's Statement of Licensing Policy (including cumulative impact), and Home Office Guidance

This is a new business venture and the applicant is taking over the business. The shop, currently closed, will be a general convenience store selling a wide range of goods including soft drinks, confectionery, a variety of groceries, dairy goods, cigarettes, snacks, magazines etc. The proposed alcohol sales would be a part of the overall business to allow the shop to offer a more complete local general convenience service.

The applicant, Mr Tharmarasa, has plenty of retail experience and is a personal licence holder with Brent Council. He lives locally and so knows the area well. He is aware of the previous issues/problems at the shop which led to the revocation of the previous premises licence in July 2025. However, he had absolutely no involvement in any of those issues.

Prior to submitting this application, we approached and had some dialogue with the Police to discuss the application. The dialogue was positive and further dialogue is welcomed during the consultation period

Mr Tharmarasa is experienced and will run the business well moving forward. The proposed operating schedule is comprehensive and robust to ensure the promotion of the licensing objectives.

It is submitted that the granting of this licence will not add to any existing issues in the area, and the application, if approved, would not negatively impact on the licensing objectives. The proposed licence conditions are shown below and we would welcome any discussions with responsible authorities and/or interested parties on this application.

NOTE TO RESPONSIBLE AUTHORITIES AND INTERESTED PARTIES - IF YOU HAVE ANY QUERIES OR COMMENTS ON THESE PROPOSALS, PLEASE CONTACT IAN RUSHTON ON 07909 511953 OR BY EMAIL ijrushy@hotmail.com TO DISCUSS FURTHER, PRIOR TO MAKING ANY REPRESENTATIONS.

Proposed Operating schedule/proposed licence conditions

Prevention of crime and disorder

A CCTV camera system shall be installed capable of providing good quality images in all lighting conditions. Cameras shall cover the interior retail space including the till/counter area, and the immediate exterior/entrance of the premises.

The recordings shall be retained for a period of at least 31 days and made available to any authorised officer on reasonable request for evidential purposes, in accordance with data protection legislation. The recording equipment shall be kept in a secure environment under the control of the Premises Licence Holder (PLH) or another responsible named individual.

There shall be sufficient members of trained staff available to be able to download or view CCTV evidence with the minimum of delay at the reasonable request of an authorised officer.

In the event of a breakdown of the CCTV equipment the PLH/DPS or another member of staff shall inform the Licensing Authority as soon as is reasonably practicable. This information shall be recorded in the incident report register and shall include the time, date and means this was reported. The breakdown shall be repaired / replaced as soon as is reasonably practicable and without undue delay.

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 in terms of sales, volume of customers, etc.

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

The shop will not stock or sell any stronger beers, lagers and ciders over 6.5% (except for genuine artisan or craft beers, lagers, and ciders).

The PLH and/or the DPS will seek contact, and engage with, the Police and other authorities as appropriate to discuss and receive updates on any relevant issues in connection with the promotion of the licensing objectives.

An incident book shall be maintained to record any activity of a violent, criminal or anti-social nature, witnessed by staff or reported to staff. The record will contain the time and date, the

nature of the incident, the people involved, any action taken and details of the person responsible for the management of the premises at the time of the incident.

The incident book shall be available for inspection at all reasonable times by an authorised officer.

The premises shall operate a refusals policy as follows - 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.

(7) To any person suspected of trying to buy alcohol for another person(s) who may be underage.

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

Staff shall be vigilant and monitor the area immediately outside the premises to check that persons are not congregating/causing a nuisance.

'Crimestoppers' literature will be on display in the shop to promote the initiative.

The premises shall follow the Portman Group code of practice on rules for the naming, packaging and promotion of alcoholic drinks.

Public safety

No specific risks have been identified under the Licensing Act 2003 – the applicant is aware of other legislative requirements to ensure that the shop is safe for customers and staff

Prevention of public nuisance

A notice(s) will be on display in the premises asking customers to leave the premises quietly.

A notice(s) will be on display in the premises asking customers not to drop any litter in the street.

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

Deliveries to the premises will be arranged so as not to cause public nuisance.

Protection of children from harm

Challenge 25 shall be used.

Any person who appears to be under 25 years old who attempts to purchase alcohol will be asked to prove their age by producing an acceptable form of photographic ID such as a passport, photo driving licence, military ID and PASS accredited proof of age cards.

The premises shall display clear and prominent signage advising customers that a Challenge 25 policy is in operation.

An alcohol refusals register will be kept and maintained. The register will include details of the date of the refusal, the time, and the reason(s) for refusing the sale. It will be checked on a regular basis by the DPS and be made available for inspection by responsible authorities.

A notice(s) shall be displayed in the premises where they can be seen clearly 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.

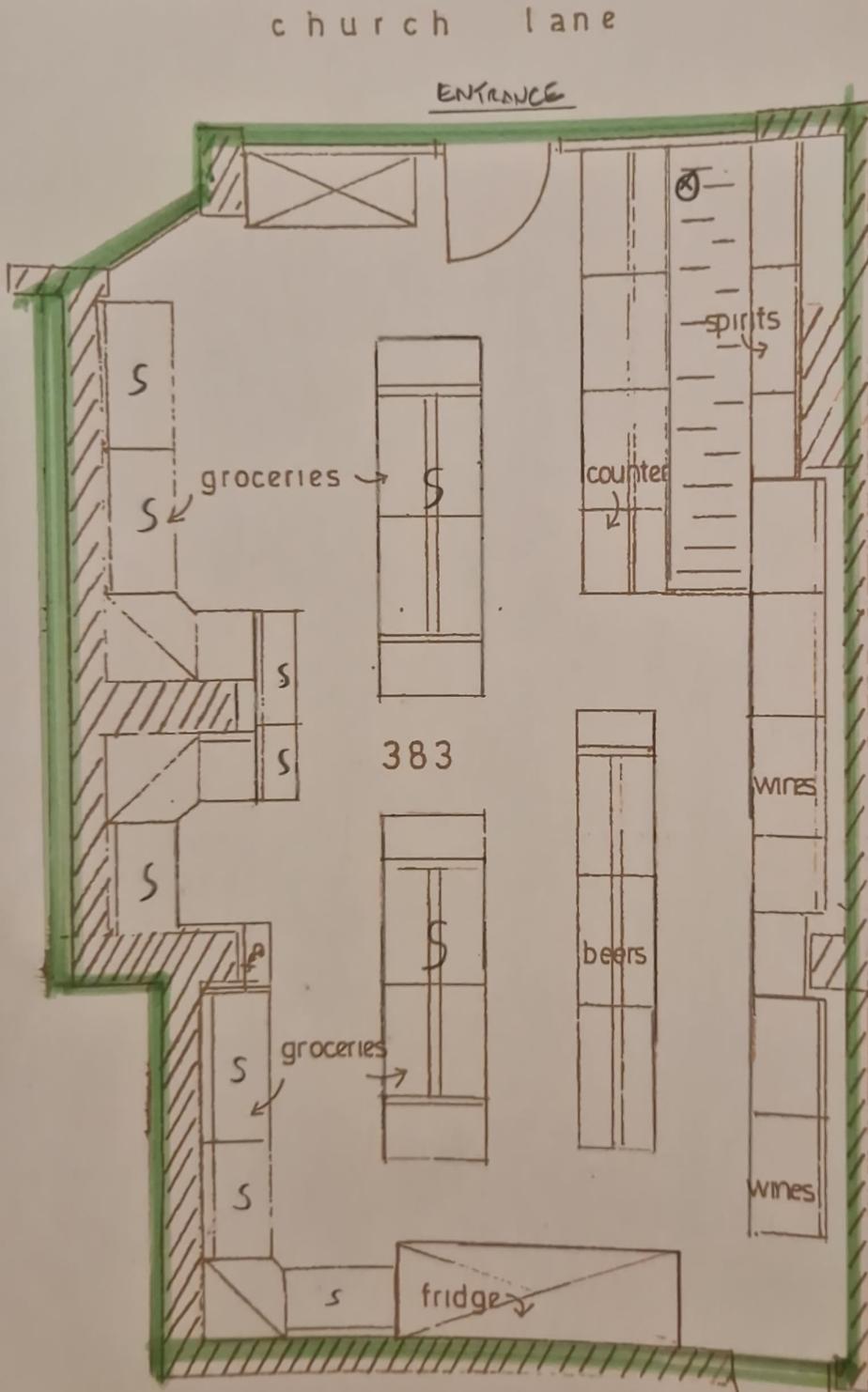
A due diligence checklist will be used to help ensure that all steps are in place to prevent underage sales.

All staff authorised for alcohol sales shall be trained prior to serving alcohol. The training will cover preventing underage sales, Challenge 25, proxy sales, refusing service and other matters as appropriate. Training will be refreshed every 12 months, records will be kept and be made available to responsible authorities upon request.

KEY

Api Api CONVENIENCE STORE

- ⊗ - FIRE EXTINGUISHER
- S - SHELVING/DISPLAY
- LICENCE AREA



G.FL PLAN.

383 CHURCH LANE NW9 8JB

STORE

SCALE 1:50
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4044.02

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From: Maldoom, Edwin

Sent: 12 March 2026 13:28

To: ijrushy

Cc: Business Licence; Legister, Linda

Subject: Api Avi Convenience Store, 383 Church Lane, NW9 8JB (REF: 37419)

Importance: High

Good afternoon Ian,

I hope you are keeping well.

As you may recall, I am the delegated officer on behalf 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'm sorry that it has taken some time for me to contact you – I have been outside of the country dealing with personal matters recently. During my absence, I understand that there was a fairly constructive and useful meeting between you, your client, the Met Police, and my Council colleagues on Thursday 5 March.

Whilst I am mindful that this application falls within a CIZ, and that the previous premises licence was revoked recently, I think there could be scope for reasonable justification to depart from the CIZ policy in this instance.

I am of the view that, to justify such a departure, there does need to be some fairly robust conditions in place. As such, I acknowledge for the ones that you have put forward in your supporting operating schedule document. However, I think that those conditions on their own might not be enough.

I would therefore be most grateful if you could let me know whether your client would consider accepting the attached proposed conditions to form Annex Two of the premises licence. I do not believe the conditions I have put forward are that different from those in the initial application/supporting document – I have just amended them slightly for clarity and consistency. I have also included a few additional conditions that I believe are proportionate, justifiable, and capable of being met.

Of course, I understand and appreciate that your client is free to accept, amend, or reject the attached Annex Two conditions. As such, I would be grateful if you could let me know your/their thoughts and I'm more than happy to discuss this with you.

I would also like to highlight condition 15, which prevents internal access between the ground-floor commercial area and the residential accommodation above. I believe that, during the meeting, it was confirmed that a toilet has been installed to achieve this. If you or your client could provide a photograph of these works – that would be much appreciated.

If you have any questions or would like to discuss this further, please feel free to let me know.

Best regards,

Edwin Maldoom

Licensing Enforcement Officer

Regulatory Services

Brent Council

Proposed Annex Two Conditions
New premises licence application: Api Avi Convenience Store, 383 Church Lane, NW9 8JB (REF: 37419)

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 31 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. 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.
9. 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.
10. There shall be no sales of beers, ales, lagers, or ciders above 6.5% ABV (except for genuine artisan or craft beers, lagers, and ciders).
11. There shall be no sales of any single cans or bottles of beer, or cider under 500ml (except for genuine artisan or craft beers, lagers, and ciders). A notice advising customers of this policy shall be displayed.
12. 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.
13. All alcohol exposed for sale shall only be confined to the areas denoted on the premises plan.
14. 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.
15. Any internal access point between the ground-floor commercial area and the residential accommodation above shall be permanently sealed so as to prevent access between the two areas.
16. A notice shall be displayed 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 notice shall be displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.

19. Clear and legible notice shall be displayed at the exit requesting customers not to drop any litter in the street.

The protection of children from harm

20. 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.

21. Notices shall be conspicuously displayed at the point of sale reminding customers that proxy sales are unlawful.

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TERRITORIAL POLICING

Mr Thamotharampillai Tharmarasa
API AVI Convenience Store
383, Church Lane,
Kingsbury.
NW9 8JB

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: 37419

Our ref: 01QK/085/26/3122NW

Date: Friday 13th of March 2026

Police representations to the application for a new Premises Licence for 'API AVI Convenience Store, 383, Church Lane, Kingsbury NW9 8JB'

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 has been made by Mr Tharmarasa for a new premises license to sell alcohol, off sales from 07.00 to 23.00 hours seven days a week.

The location of 383 Church Lane falls into the Kingsbury Cumulative Impact Zone (CIZ). CIZ's exist across the borough of Brent to help combat crime, street drinking and ASB in the worst areas. Below is a link to the CIZ web page. Any new or extended hours sales within Brent CIZ's are normally refused

by the police and local authority unless the applicant can prove there will be no negative effect on the licensing objectives.

www.brent.gov.uk/business/licences-and-permits/beer-club-and-entertainment-licences/premises-licence#ciz

On 26th of June 2025 a drugs warrant was executed at 383 Church Lane, which was then named Essentials and the flat above 383a Church Lane. As a result of these drugs warrant two (2) males who worked at the venue were arrested for possession with intent to supply drugs.

On 2nd of July 2025 a closure order was granted by Brent Magistrates Court, meaning the venue had to remain closed with no one was allowed access. This prompted a view of the premises license which was held at Brent Civic Centre on 14th of July 2025. The result of this hearing meant the license was revoked due to drugs related arrests and findings.

Due to the history of the venue when it was named Essentials a meeting was held at Brent Civic Centre on the 3rd of March this year. Present was myself, council representatives, Mr Tharmarasa and Mr Rushton (licensing agent). The application along with the history of the venue, Mr Tharmarasa's plans for the venue and the police and council's concerns over the previous owners and criminal activities were all discussed. Along with these discussions a proposed list of licensing conditions for a venue in a CIZ who's previous employees had have been arrested for drug offences was raised.

Below is a set of conditions that I believe will allow the venue to trade, uphold the licensing objectives and hopefully remove any concern of the previous workers / license holder causing any issues.

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.

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 of 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. The Licence holder /DPS/Manager shall inspect and test that the CCTV is operational and working correctly on a weekly basis. A signed and dated record of the CCTV examination and any findings shall be kept on the premises and made available to the police and authorised officers of the Local Authority on request

7. A suitable intruder alarm complete with panic button shall be fitted and maintained.

8. A 'Challenge 25' policy shall be adopted and adhered to at all times.

9. An incident log shall be kept at the premises and made available for inspection on request to an authorised officer of Brent Council of 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

10. 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

11. All staff working at the venue shall be trained on the basic / relevant licensing laws by a qualified licensing agent. This training shall be done every six months and documented and made available immediately upon request to the police or authorised officers from Brent Council. In addition to this the training records shall also contain the following information.

- (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

The need of a qualified licensing agent to conduct this training is only required for the first year of trade. After this time the training shall be conducted by the DPS.

12. 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.

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

14. There shall be no single cans of beer, lager or cider shall be sold at the premises, individual glass bottles of premium beer or lager are permitted.

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

16. A personal license holder shall be present in the store any time the venue is open to the public.

17. All alcoholic drinks shall be clearly labelled with the name of the premises

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

19. 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.

20. The following persons shall not be permitted to work at the venue in any capacity – [REDACTED]
[REDACTED]. Every effort should be made by staff at the venue to refuse access to these people. If entry is gained, they should be asked to leave, and this should be recorded in the incident management log. This condition does not stop the leasing of the said venue from [REDACTED] to any other individual [REDACTED]

21. The licensee shall ensure all public areas within (5) metres of the premises are cleared of litter arising from the premises daily.

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

From: Agha, Councillor Amer <Cllr.Amer.Agha@brent.gov.uk>

Sent: 20 February 2026 16:26

To: Business Licence <business.licence@brent.gov.uk>

Subject: Re: New Premises Application - 37419 - Welsh Harp

Dear Colleagues, Hi

Thank you for your email.

We are already experiencing street drinking and ASB incidents in other parts of their church lane and local safer neighbourhood team along with police id tackling these issues

I object the application on the basis of following points;

1. Public nuisance, noise, ASB, litter etc
2. Proximity to a school - litter and safety concerns near schools and homes
3. it will increase street drinking and ASB, in the area.

Thank you

Regards

Cllr. Amer Agha

Labour Party councillor for Welsh Harp Ward

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Sent: 28 February 2026 16:02

To: Business Licence <business.licence@brent.gov.uk>

Subject: Representation Letter – Request for Refusal + Fallback Conditions + Redaction Request

To: Licensing Team, Brent Council

Re: Representation Opposing New Premises Licence – *API AVI Convenience Store*, 383 Church Lane, NW9 8JB

Application No.: 37419

Consultation End Date: 17 March 2026

Dear Licensing Team,

I am writing to make a formal representation regarding the new premises licence application for the supply of alcohol at **API AVI Convenience Store, 383 Church Lane, NW9 8JB**.

My representation is based on the **four licensing objectives**, with particular concern for **crime and disorder, public nuisance, public safety, and the protection of children from harm**. Given the history of this premises, I respectfully request that the licence be **refused**.

1. Prevention of Crime and Disorder

This address has a **long and serious history of licensing breaches** under previous operators. Brent Council has previously:

- **Revoked a premises licence** at this same address following a Metropolitan Police closure order, stating that continued operation would *undermine all licensing objectives*.
- Imposed **strict conditions** on another operator due to police concerns and repeated compliance failures.

These actions demonstrate a pattern of **non-compliance, enforcement intervention, and alcohol-related disorder** linked to this location. Granting a new alcohol licence at a premises with this history presents a **significant risk of recurring issues**, especially given the high footfall and vulnerability of the surrounding area.

2. Prevention of Public Nuisance

Previous operators at 383 Church Lane generated persistent nuisance, including:

- Congregation outside the shop
- Noise disturbance
- Littering and alcohol-related antisocial behaviour

Residents experienced repeated disruption, and the premises required council and police involvement. Reintroducing alcohol sales at this location risks **re-establishing the same pattern of nuisance**, particularly as the application seeks permission for off-sales.

3. Public Safety

The premises is located on a **busy stretch of Church Lane**, with:

- Heavy pedestrian traffic
- A bus stop directly outside
- A history of loitering and street drinking linked to previous licence holders

Reintroducing alcohol sales at a site with a proven record of enforcement problems raises concerns about **public safety**, especially during peak hours and evenings.

4. Protection of Children from Harm

The area includes:

- A nearby primary school
- Several tuition centres
- Families walking along Church Lane throughout the day

Past issues at this premises included behaviour that was **not compatible with safeguarding children**, including street drinking and disorder. Granting a new licence risks exposing children to similar harms.

Primary Position: The Licence Should Be Refused

Given the **significant enforcement history**, the **revocation of a previous licence**, and the **clear risk of undermining the licensing objectives**, I respectfully request that Brent Council **refuse this application in full**.

Fallback Position: Conditions Only If the Licence Is Granted

If the Licensing Committee is nevertheless minded to grant the licence, I request that the following conditions be imposed to prevent recurrence of the issues historically associated with this premises. These conditions are proposed **strictly as a fallback** and do not alter my primary position that the application should be refused.

- **No single cans or miniature bottles** to prevent street drinking.
- **No beers, lagers or ciders above 6% ABV.**
- **CCTV covering inside and outside**, with 31-day retention and staff trained to operate it.
- **A refusals log and incident log**, available to police and council officers on request.
- **Challenge 25 policy**, with staff training every 6 months.
- **No alcohol displayed near the entrance** to reduce theft and loitering.
- **No alcohol sales after 22:00**, even if the shop remains open later.
- **A named DPS present for at least 30 hours per week**, ensuring active management.
- **No deliveries of alcohol between 20:00 and 08:00.**
- **No external advertising of alcohol**, including posters or illuminated signs.

Yours faithfully,

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Basemap Map



1:1250

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