
Manuel Rocha
Unit 35 Battersea Business Center
99-109 Lavender Hill
London
SW11 5QL

13th April 2021

Our Ref: 20852

Dear Mr Rocha,

Licensing Representation to the Initial Application for the Premises Licence at Westfield Food and Wine, 248-250 High Street, NW10 4TD

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

An officer of the Licensing Authority, 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 Act.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

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

History

Westfield Food & Wine Ltd had previously applied for a new premise licence to supply alcohol in October 2020 but withdrew the application based on a number of objections and representations received from various responsible authorities and members of the public. It was made apparent that the director of Westfield Food & Wine Ltd, Mr Omidreza Zaremoayedi demonstrated the inability to promote the licensing objectives in conjunction with supplying alcohol unlawfully during the consultation period.

Consultation Visit

On Thursday 25th March 2021, I conducted a visit in the presence of Mr Omidreza Zaremoayed, director of Westfield Food & Wine Ltd.

Mr Zaremoayed was able to explain the licensing objectives clearer and expressed his apology for making the mistake of believing that he was permitted to supply alcohol in October as he thought the blue public notice was the premise licence.

Mr Zaremoayed understood that the premise fall in a Cumulative Impact Zone (CIZ) and will not supply beers, ciders and lagers, which are commonly consumed by street drinkers.

Based on Mr Zaremoayed's commitment to limit the premise to supply beers, ciders and lagers alongside to adopting stringent conditions proposed by the Licensing Authority, Mr Zaremoayed should be given the opportunity to supply alcohol.

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

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.
2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.
4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. A "Challenge 25" policy shall be adopted and adhered to at all times.
6. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
7. 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.
8. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.
9. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.
10. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

11. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.

12. A single 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) all crimes reported to the venue
- (b) all ejections of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) all seizures of drugs or offensive weapons
- (f) any faults in the CCTV system
- (g) any refusal of the sale of alcohol
- (h) any visit by a relevant authority or emergency service.

13. No beers, lagers, and ciders shall be stocked or sold.

14. No miniature bottles of spirits smaller than 35cl. shall be displayed and/or sold.

15. A clear and unobstructed view in to the premises shall be maintained. Signage and/or visual obstructions on the entrance door and any of the windows may be allowed to a maximum height of 1.2 metres from ground level.

16. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.

17. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).

18. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

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

20. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.

21. An electronic till prompt should be used for all alcohol sales.

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client is willing to accept the above conditions.

Yours faithfully



Esther Chan
Licensing Inspector
Regulatory Services

