
Stewart Gibson
SG Licensing
4 Brecon Close
Grantham
Lincolnshire
NG31 8FX

9th September 2021

Our Ref: 22238

Dear Mr Gibson

Licensing Representation to the Initial Application for the Premises Licence at Ghana Market, 138 Church Road, London, NW10 9NH

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.

On Thursday 9th September 2021, I contacted the applicant, Miss Karen Lanquaye via telephone to ask a few questions regarding the application for a new premise licence.

The following questions were asked and recorded below:

Esther Chan (LA): When did you take over the business?

Karen Lanquaye: I took over the business in November 2020.

Esther Chan(LA): Are you the business rate payer?

Karen Lanquaye: My landlord pays the business rates as the shop is divided into two shops. I have a lease for five years.

Esther Chan (LA): When do you complete your personal licence course?

Karen Lanquaye: I completed the course months ago and waiting for the personal licence to come through.

Esther Chan (LA): Can you explain the four licensing objectives?

Karen Lanquaye: I can't remember.

Esther Chan (LA): Have you read the content on the application form?

Karen Lanquaye: Yes

Esther Chan (LA): What type of goods will you be selling?

Karen Lanquaye: Afro Caribbean and Ghanaian products.

Esther Chan (LA): Why do you wish to sell alcohol

Karen Lanquaye: My business is struggling and I realised there is a demand for alcohol.

Esther Chan (LA): What do you know about the area?

Karen Lanquaye: I've in the area for three years. I don't mingle and haven't seen any problems. Divided community with a mix of Nigerians, Ghanaians and Somalis.

Esther Chan (LA): Are you aware of ASB issues in the area?

Karen Lanquaye: I have received a leaflet which explains the issues in the area but I have not personally come across any situations.

Esther Chan (LA): Can you describe the characteristic of a street drinker?

Karen Lanquaye: If they had abit to drink already.

Esther Chan (LA): How would you prevent the sale of alcohol to a street drinker?

Karen Lanquaye: I will convince them not to drink.

Esther Chan (LA): If you get the premise licence, explain the age verification policy that you will adopt?

Karen Lanquaye: Check ID and not supply to under 18's.

Esther Chan (LA): How long will you keep CCTV footage?

Karen Lanquaye: Two weeks.

Esther Chan (LA): Will you sell alcohol (beers, ciders and lagers) over 6.5% abv?

Karen Lanquaye: No. I will sell Guinness and Stella.

Esther Chan (LA): Will this include the sale of single cans?

Karen Lanquaye: Yes I will sell single cans.

Esther Chan (LA): Who will train your staff?

Karen Lanquaye: I will.

Esther Chan (LA): How many staff will you employ?

Karen Lanquaye: Just my husband and I will be working as it is a small shop.

Street Drinking is a serious issue in many areas of the borough of Brent. This has contributed to the implementation of a Cumulative Impact Zone (CIZ) in the many parts of Harlesden and Willesden.

Whilst Church Road is not part of a CIZ, this area has become a hotspot for anti-social behaviour including street drinking. Due to various issues in the locality, this area has been included as a 'Day of Action' borough-wide enforcement campaign. The Localities Officer will provide their comments supported with crime stats as part of a supplementary document.

Following my telephone conversation with the applicant, I have strong concerns with their business plan for the premises and their level understanding in terms of promoting the licensing objectives.

Miss Lanquaye was not able to explain the licensing objectives despite completing a personal licence course only months ago and her response regarding the age verification policy was rather vague despite the application states she will adopt 'Challenge 25'.

Furthermore, she states that the CCTV footage will be kept for two weeks contrary to what is proposed on the application form. I am not convinced that Ms Lanquaye will be able to identify a street drinker who is intoxicated in order to challenge any potential issues in the premise, thus prevent street drinking.

There are a number of off licences within close proximity and in fact a few doors away, namely:

- Shop 4 You, 148 Church Road, NW10 9NH
- Quality Wines, 144 Church Road, NW10 9NH
- Morgan Cash & Carry, 120 Church Road, NW10, 9NG

Based on our conversation, it would appear that the applicant is selling alcohol products which is already available in the existing off licences in the locality and there are no niche products which suggest the premises is providing anything unique to the community.

The Licensing Authority feel that the applicant lacks knowledge as a licence holder and proposed DPS therefore I request that the application for a new Premise Licence at Ghana Market 138 Church Road, London, NW10 9NH be **refused**.

Yours faithfully



Esther Chan
Licensing Inspector
Regulatory Services