



The Licensing Authority

*Brent Civic Centre
Engineers Way
Wembley
Middlesex
HA9 0FJ*

Your ref: 22714

Our ref: 21/2965NW

Brent Borough Licensing Department

*Harrow Police Station
74, Northolt Road
Harrow
Middlesex
HA2 0DN*

E-mail: Gary.L.R.Norton@met.police.uk

Web: www.met.police.uk

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Police objections to a New Premises Licence application for:

“SMS Food City, 288 Ealing Road, Wembley, Brent, HA0 4LL”.

I acknowledge receipt of an application for a new Premises Licence under section 17 of the Licensing Act 2003, for SMS Food City, 288 Ealing Road, Wembley, Brent, HA0 4LL.

On behalf of the Commissioner of Police of the Metropolis, I wish to make a representation, as police believe the following objectives will be undermined, namely the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

The premises is situated in a busy, densely populated area of Ealing Road, close to the Alperton end of Wembley.

According to www.police.uk, crime reporting in the postcode area of HA0 4LL in Wembley shows a 12 month average of reported incidents of 209 per month. The lowest figure has been 163 in one month, the highest 251. Naturally this excludes incidents that went unreported. Typically, a third of the reported crimes involve anti-social behaviour, public disorder and offences against the person.

The area at the bottom of Ealing Road has a significant issue with street drinkers, which in turn creates other issues such as crime, disorder, public nuisance and littering. This area, along with a number of others on Brent has come to notice time and again. Part of the issue is the saturation of venues that provide off sales, which has led to the Ealing Road area being designated as one of the Brent boroughs Cumulative Impact Zones.

The Cumulative Impact Policy applies only to Off-Licences. 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.

The application itself shows no insight or new strategy to cope with adding to the over saturation of off-licence premises in the area. The general description of the premises in the application states: "THIS IS IN THE CIZ .THIS IS CURRENTLY A GROCERY FOOD STORE. SITUATED ALONG A MAIN ROAD WITH OTHER BUSINESS PREMISES. PROPOSING TO ADD ALCOHOL TO RETAIL FOR CONSUMPTION OFF THE PREMISES MONDAY TO SUNDAY .8AM TO MIDNIGHT."

Some of the applicants proposed licensing conditions themselves fall short of recognised standards in Brent licensing. Given the applicant knows that the area is within a CIZ, there is little in the application to show they understand the issues of the area. On 5th October 2021, we received an e-mail from the applicant's agent, amending some of the proposed conditions and adding others in. Again, as many other venues in the vicinity have more extensive conditions, yet problems persist in the area. We are trying to organise more visits to premises in this area, as well as others, since the COVID restrictions were relaxed. However, it is impossible for police and Council licensing resources to cover all these premises on a regular basis, so adding more of the same venues will only add to the problem.

Whilst I can appreciate adding alcohol sales into a business plan is an easy win for the seller, it won't help the area combat the existing issues that contribute to crime, disorder, public nuisance and littering. For this reason, we oppose the application as it's in a CIZ.

Yours Sincerely,

Gary Norton 2965NW
Licensing Constable – Brent Police