

Part 1 – Premises Details

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

Swift Stores Limited
Street Record, Central Square, Wembley, Brent

Telephone Number at premises (if any):

Non domestic rateable value:

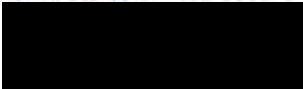
Part 2 – Applicant Details

Proposed Licence Holder:

Swift Stores Limited

Swift Stores Limited

Swift Stores Limited Second Avenue, Deeside Industrial Park, Deeside, Flintshire, CH5 2NW



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Part 3 – Operating Schedule

When do you want the premises licence to start? 27-01-2022

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: A Swift Convenience Store. The proposed unit at Wembley Central is a significant re-development of a vacant unit, both in its own right and in terms of the wider area providing regeneration and creating a number of good, reliable jobs for the local community. It is anticipated that the store will create c.15 jobs split between full time and part -time positions, thereby offering opportunities to a broad range of Wembley residents to find a position that suits their lifestyle.

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:

c) Public safety: Please see b., in addition, Alcohol display areas 9. There shall be no more than 10% of the shop floor area given over to the display of alcohol. 10. Alcohol shall not be located in the immediate vicinity of the entrances and exit to the premises but shall be in an area in which it can be monitored by staff at all times. 11. No super-strength beer, lagers or ciders of 6% ABV (alcohol by volume) or above shall be sold at the premises except for premium u2018craftu2019 beers, lagers or ciders. 12. All sales of alcohol shall be in sealed containers only, and shall not be consumed on the premises. 13. All displays of alcohol will be appropriately ticketed to advise purchasers that it is an offence for those under 18 to purchase alcohol and remind them of the Challenge 25 policy in place at the premises. 14. Outside of the hours authorised for the sale of alcohol and whilst the premises are open to the public, the licence holder shall ensure that all alcohol within the premises (including alcohol behind the counter) is secured in a locked store room or behind roller blinds, or locked grilles, locked screens or locked cabinet doors so as to prevent access to the alcohol by both customers and staff. Incident Log 19. An incident register/log shall be used, maintained and kept in either electronic and/or hard copy form on the premises to record any incident which has an impact on any of the four licensing objectives, or instances when authorised officers from the Council, or the Police have attended the premises. 20. If the record is in written form, then it should be documented in a bound book similar to an A4 day by day diary and marked refusals. 21. The book/register shall contain: a) all crimes relating to the premises b) all ejections of persons c) any complaints received d) any incidents of disorder e) any faults in the CCTV system g) any visit by a relevant authority or emergency service 22. The register shall be made available for inspection to an authorised officer of the Council or the Police upon request. 23. The DPS will use best endeavours to ensure that the register is completed within 24 hours of any incident occurring. Refusals Log 24. A record, in either electronic or paper form, shall be kept detailing all refused sales of alcohol. The record should include: (a) the date and time of the refused sale and the name of the member of staff who refused the sale (b) The record shall be available for inspection at the premises by the Police or an authorised officer of the Council at all times whilst the premises is open. Working with Metropolitan Police in relation to events at Wembley Stadium Conditions to apply at the time of large scale events being held at Wembley stadium, where Police intelligence indicates such measures are necessary. 28. A list of alcoholic products, unit sizes, pack sizes for multi-packs, prices and any discounts on sale at the premises at the time will be made available to the Licensing Authority and/ or Police on request. 29. The premises licence holder will work with the Police to draw up and maintain a list of alcoholic products associated with street drinking in the area and an action plan to ensure that as far as practicable any such items sold by the premises are retailed in such a way as to deter street drinkers purchasing alcohol from the premises 30. The DPS shall work in partnership with the Police and comply with any direction given by the most senior Police Officer on duty at the event. No alcohol or 'alcopop' type drinks shall be displayed or sold in glass containers with the exception of wines and spirits No more than 4 cans of alcohol shall be sold per customer Customers shall not be allowed to congregate outside the premises 31. All spirits and other high value alcoholic products (over u00a325 in value) will be sold from behind a kiosk where it is inaccessible to customers. (note this will be the case irrespective of events held at the stadium)

d) The prevention of public nuisance: Deliveries 32. The Licence Holder will ensure that third parties responsible for

deliveries, collections, unloading, loading shall be notified that such activities shall only be made between hours permitted by appropriate planning permission granted in respect of the premises. 33. A policy regulating deliveries to customers from the premises will be devised and implemented, taking into account parking and other restrictions in place and ensuring that as far as practicable such deliveries do not cause a public nuisance 34. The Licence Holder will ensure that deliveries of alcohol made by third parties shall require: A standard age verification check shall be undertaken on entering the website?. A signature at the point of delivery should be obtained. No delivery shall be left without a signature. Alcohol shall only be delivered to a residential or business address and not to a public place. Every third-party courier delivery box shall be labelled with the words u201cAge Restricted Productu201d. Any delivery driver or third-party courier will be required to have appropriate age verification training, particularly they will be required to have training on refusal of supply where age verification is not provided. A refusals log will be maintained for deliveries and be available to the Council on request. A log of all deliveries shall be maintained and be available to the Council on request. Noise 1. Noise or vibration must not emanate from the premises so as to cause a nuisance to nearby properties. 2. In the event of a noise/nuisance complaint substantiated by an authorised officer, the licensee shall take appropriate measures in order to prevent any recurrence. 3. The premises shall have a u2018delivery planu2019 in which it shall operate a documented u2018no idlingu2019 policy for delivery vehicles delivering from the premises. Where internal combustion engine vehicles are used for deliveries, the licence holder shall ensure that drivers do not park or loiter in a way that is inconsistent with the u2018delivery planu2019 agreed with the Licensing Authority. 4. . The policy will make reference to how the premises licence holder will move away from deliveries requiring internal combustion where possible and towards clean energy or similar delivery methods. The policy will be revisited and updated periodically a required to ensure it takes into account any changes relevant to it.

e) The protection of children from harm: Age Verification 15. 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, or any government sanctioned ID where that form of ID has been specifically authorised for use in alcohol sales. 16. Prominent notices will be displayed at points of sale advising customers that they may be asked to provide evidence of age. 18. All tills shall automatically prompt staff to ask for age verification identification when presented with an alcohol sale. Training 25. The Premises Licence Holder shall ensure that all relevant members of staff receive training in their responsibilities under the Licensing Act 2003 (including in respect of proxy sales) such training to be updated appropriately. 26. Records of training shall be documented and those records made available upon request from the Police or an authorised Officer of the Licensing Authority. 27. This training shall be refreshed at least every 6 months, with copies of training records being made available to the relevant officer of the responsible authority, and/or the Police, on request