
ADM Training Services
8 Oxford Road
Harrow
HA1 4JF

Our Ref: 31929

27 June 2024

Dear Sir/Madam,

Licensing Representation to the Initial Application for the Premises Licence at Craven Park Local, 28 Craven Park Road, NW10 4AB

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.

Cumulative Impact Zone (CIZ)

The Council's current Licensing Policy came into effect 7 January 2020. Crime and complaints assessments in 2015, did not identify any requirement for a CIZs. However, since 2016 there has been a significant and notable increase in alcohol related crime and anti-social behaviour which is having an adverse impact in some areas and neighbourhoods generating complaints from residents, councillors and the Police. This is undermining the licensing objectives and also has potential to undermine the vitality of Brent's town centres.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In

particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

Harlesden has been identified as one of twelve Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Statement of Licensing Policy states: -

Harlesden

Harlesden town centre consists of a series of parades of shops that run along Craven Park, Craven Park Road, Park Parade and High Street Harlesden. The town centre falls between, Harlesden and Kensal Green ward and is one of the most deprived areas in the borough.

Harlesden Town Centre is a hotspot for alcohol flagged calls to the Police for crime and anti-social behaviour. It is also a hotspot for ambulance calls where the victim has sustained an injury. The data shows the whole of the town centre suffers from high levels of alcohol related issues, including residential streets off the main town centre such as Rucklidge Avenue, Wendover Road, Buckingham Road and St Albans Road.

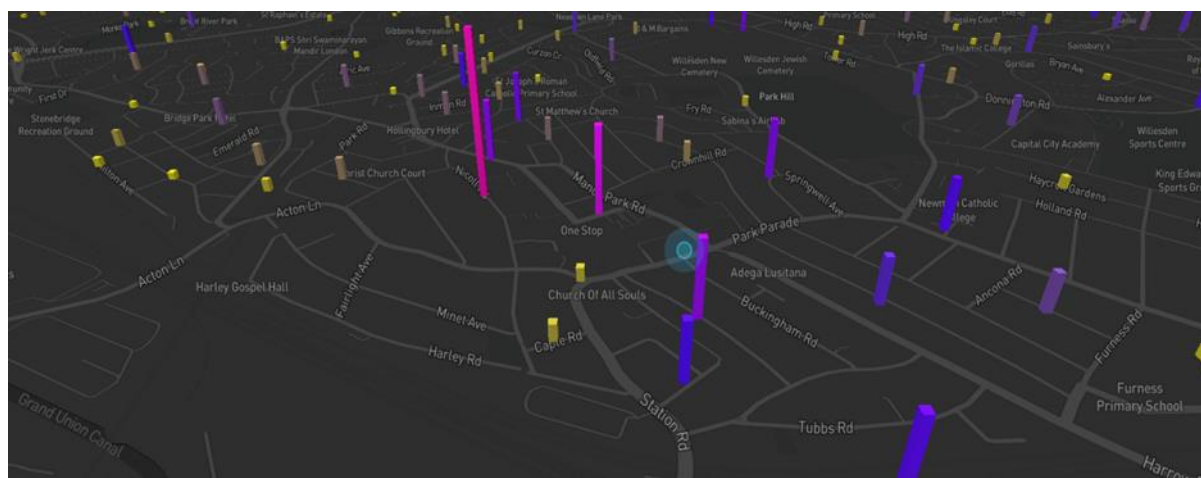
Harlesden Town Centre is also the primary hotspot for reports of street drinking to police. All other town centres in Brent suffers from street drinking; however, in parts of Harlesden such as Craven Park Road and High Street, the street drinking interrelates with drug misuse and violent crime.

Between 1 July 2021 and 30 June 2022 there were 321 reports to the police, including 184 relating to anti-social behaviour, 28 relating to public order breaches and 87 reports relating to violence.

The streets to be included in Harlesden are:

- Craven Park Road
- Craven Park
- High Street
- Park Parade
- Manor Park Road

The below map shows violence with injury crimes.



The purpose of the CIZ in Harlesden (Craven Park Road) is to address the issues mentioned above.

The Premises

The premises, namely Craven Park Local, 28 Craven Park Road, NW10 4AB falls within one of Brent's twelve CIZs.



Harlesden town centre consists of a series of parades of shops that run along Craven Park, Craven Park Road, Park Parade and High Street Harlesden. The town centre falls between, Harlesden and Kensal Green ward and is one of the most deprived areas in the borough. There are a number of existing off licences within a 5 minute walk.

Current Off Licences near Proposed Premises	Walking Distance from Proposed Premises
Who's Next, 6 Library Parade	1 minute (285ft)
Komoto Mini Mart 126 Craven Park Road	5 minutes (0.2mile)
Craven Park Off Licence, 102 Craven Park	4 minutes (0.2mile)
Corner Road Shop, 98 Craven Park Road	3 minutes (0.2mile)
Supersave, 68 Craven Park Road	2 minutes (430ft)
PS Drinks, 43 Craven Park Road	1 minute (240ft)
Tamariz Deli, 24 Craven Park Road	1 minutes (75ft)
Housewives Cash & Carry, 14 Craven Park Road	1 minutes (217ft)
Shady's, 164 Manor Park Road	1 minute (190ft)
Beers, Wines & Spirits, 21 High Street	3 minutes (0.1mile)
Poziomka, 30-32 High Street	3 minutes (0.1mile)
Way 2 Save, 37-41 High Street	4 minutes (0.2mile)

Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and therefore it is an offence to drink alcohol in any public place.

If a police officer reasonably believes that a person is, or has been, consuming intoxicating liquor within these areas, the officer may require the person concerned:

- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- c) An officer may dispose of anything surrendered to him/her as above.
- d) Issue fixed penalty notices on offenders
- e) Prosecute persistent offenders

However, in reality there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. It is clear that if off licences did not exist, the number of street drinkers would decline.

Therefore simply selling alcohol to customers who once off the premises, are no longer the responsibility of the licence holder, the Designated Premises Supervisor (DPS) and/or members of staff is no longer a viable option.

Premises Licence Application

Operational Plan, Training Manual & Conditions.

The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in a crime hot spot. In this case, the applicant has provided general details on they intend to uphold the licensing objectives.

Safeguarding the Local Area

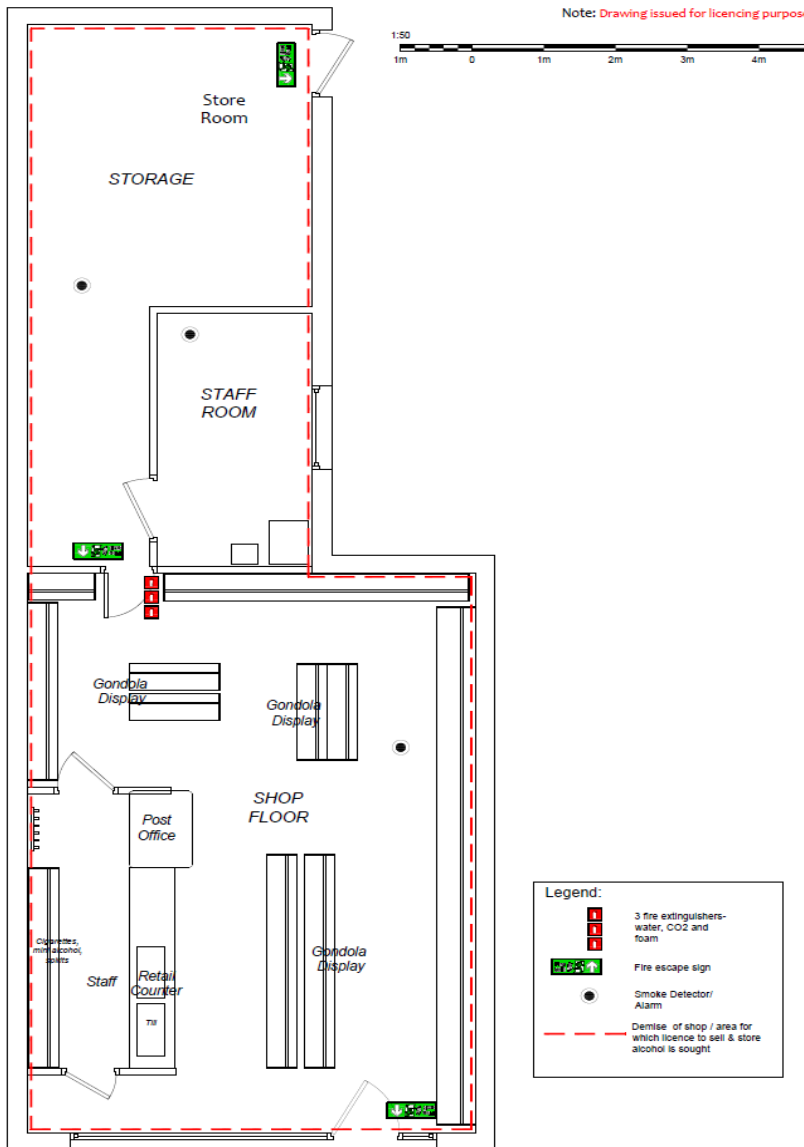
The Statement of Licensing Policy lists considerations to be made when applying for a new premises licence, particularly those considerations relating to street drinking.

However, there are no specific conditions that are mentioned in the application to address the likes of such things outside of the premises that could be directly linked back to the premises. This includes items such as the clearing up of litter which may be left outside the premises by customers, the labelling of alcohol with the premises name in order to link street drinkers back to the premises or measures to discourage street drinkers from loitering outside the premises.

As per Brent Council's Statement of Licensing Policy, a voluntary offering of a ban on high strength alcohol sales does not necessarily address the requirements under a Cumulative Impact Zone.

The Plan

The plan appended to the application for a new premises licence indicate a traditional off licence layout.



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Pavement

On the Monday 24 June 2024, I spoke with the applicant and proposed DPS, Sathiaselvan Easwarakumar via telephone to obtain further information related to the application.

The following questions were asked and recorded below:

Esther Chan (LA): Have you take over the premises?

Sathiaseelan Easwarakumar(LH/DPS): Solicitors have exchanged details, lease is in place for 20 years. Intend to sign the documents by 28 June 2024. This shop will have to run as a local post office / convenience store.

Esther Chan (LA): When do you intend to take over the premises?

Sathiaseelan Easwarakumar(LH/DPS): If I sign the lease by 28 June 2024, I intend to open the shop within a month, most likely beginning of August 2024.

Esther Chan (LA): Who pays the Business Rates?

Sathiaseelan Easwarakumar(LH/DPS): I will pay the business rates.

Esther Chan (LA): Did you read the application and happy with the content?

Sathiaseelan Easwarakumar(LH/DPS): I am happy with the content. I was told not to sell minatures.

Esther Chan(LA): Are you aware that the premises fall in a CIZ and do you know what that means?

Sathiaseelan Easwarakumar(LH/DPS): Yes, high alcohol consuming area. We need to be very responsible for selling alcohol.

Esther Chan (LA): Can you explain any specific ASB issues near the premises?

Sathiaseelan Easwarakumar(LH/DPS): Most people want to drink. There could be incidents and calls to the police.

Esther Chan (LA): There are many existing off licences in local area, why do you want to open another off licence?

Sathiaseelan Easwarakumar(LH/DPS): The alcohol is for customers that come to the post office to buy convenience goods.

Esther Chan (LA): Do you intend to sell high strength beers, ciders and lagers over 6% abv?

Sathiaseelan Easwarakumar(LH/DPS): If is restricted then I wouldn't sell.

Esther Chan (LA): When did you undertake a personal licence course?

Sathiaseelan Easwarakumar(LH/DPS): Back 2014/2015.

Esther Chan (LA): Explain the 4 licensing objectives?

Sathiaseelan Easwarakumar(LH/DPS): I don't know by heart.

Esther Chan (LA): Can you explain the age verification policy that you intend to adopt?

Sathiaseelan Easwarakumar(LH/DPS): If anyone looks under 25, we will challenge age.

Esther Chan (LA): What steps will take to prevent public nuisance?

Sathiaseelan Easwarakumar(LH/DPS): Make sure no one is loitering outside. If they stay around then we will not sell to them, CCTV monitoring, install inside and outside. Im not sure, I'm new to the area and will see if I need to employ another peron.

Esther Chan (LA): Do you know about Public Space Protection Order in Brent?

Sathiaseelan Easwarakumar(LH/DPS): No.

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

Sathiaseelan Easwarakumar(LH/DPS): At least 2 staff at all times.

Esther Chan (LA): What will be responsible for the training?

Sathiaseelan Easwarakumar(LH/DPS): I will be training them.

Esther Chan (LA): If the application is refused, will you keep the lease and continue to trade?

Sathiaseelan Easwarakumar(LH/DPS): We will not be able to survive with post office income. We intend to do long opening service.

Esther Chan (LA) – Do you experience running an off licence?

Sathiaseelan Easwarakumar(LH/DPS): I have another four off licences with post office service

Esther Chan (LA) – What sort goods and services will you provide at the premises?

Sathiaseelan Easwarakumar(LH/DPS): Post office, banking, lottery, maybe oyster and convenience goods

Based on my conversation with the applicant, I am not entirely confident that he is fully aware of the area's status as an Anti-Social Behaviour (ASB) hotspot. While I appreciate the applicant's intention to introduce numerous services to the community and willingness to accept proposed conditions from respective responsible authorities, the proposed business model lacks distinctiveness.

Regarding the measures he plans to implement to meet the licensing objectives stated in the application form, there appears to be an expectation for his staff to engage with the public if they observe customers loitering.

Given the area's challenges and the high saturation of off-licences in close proximity, I am uncertain about the viability of this approach, particularly with only two staff members managing the shop at any given time.

There is nothing to suggest that the premise will offering any niche products other than typical goods you would expect to find at an local off licence baring in mind, there are many existing grocery and off licence premises located in the area.

Harlesden is a challenging area of the Borough fuelled with anti social behaviour including street drinking, therefore adding another off licence in the area will not benefit the wider community in my opinion.

Summary

The Statement of Licensing Policy states that any licence application in a CIZ area will need to demonstrate with evidence that its operation will not add to any cumulative impacts that the CIZ is seeking to address. Further, new applicants and those applying for variations would be required to demonstrate how their premises will not contribute to street drinking in those areas.

The effect of adopting a CIZ is to “create a rebuttable presumption” that applications for licences which are likely to add to the existing cumulative impact will normally be refused (or subject to certain limitations) unless the applicant can demonstrate that there will be no negative cumulative impact on the licensing objectives.

The operating schedule fails to demonstrate that a grant will not lead to a negative cumulative impact on one or more of the licensing objectives and to the contrary add to the issues of an existing saturated area.

It is on this basis, that the Licensing Authority ask that the application for a new premises licence is **refused** by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority's opinion is not adequate when the application does not demonstrate what is being put in place in order to avoid further cumulative impact. Adding an additional off licence to the eight that already exist in the immediate area, will no doubt be detrimental to the local area.

If the committee however decide that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating schedule:-

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 high strength beers, lagers, and ciders above 6% ABV shall be stocked or sold at the premises.

14. No single cans of beer, larger or cider be sold.

15. No miniatures (5cl or 50ml) to be sold.

16. A clear and unobstructed view into the premises shall be maintained at all times.

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

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

23. The premises shall be staffed by a minimum of two persons at all times.

Supply of Alcohol (Changed)

Monday to Sunday – 10:00hrs to 23:00hrs

Opening Hours (No Change)

Monday to Sunday – 07:00hrs to 23:00hrs

Yours faithfully



Esther Chan

