



**METROPOLITAN  
POLICE**

Working together for a safer London

**TERRITORIAL POLICING**

**Mr T. Sivarajah  
Gladstone Minimart  
343 Edgware Road  
Cricklewood.  
NW2 6LB**

**NW BCU Licensing Department - Brent**

Wembley Police Station  
603, Harrow Road  
Wembley  
HA0 2HH

**Tel:** 07500 087 115

**Email:** Phil.S.Graves@met.police.uk

**Web:** www.met.police.uk

**Your Ref:** 33642

**Our ref:** 01QK/825/24/3122NW

**Date:** Thursday 19<sup>th</sup> of December 2024.

**Police representations to the application for a new Premises Licence for 'Gladstone Minimart, 343 Edgware Road, Cricklewood NW2 6LB '**

Police certify that we have considered the application shown above and wish to make representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

Police are of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below. If these conditions were accepted in full, police would be in a position to withdraw their representations.

**Officer: PC Phil Graves  
Licensing Constable 3122NW**

An officer of the Metropolitan Police, 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 Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

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

**The Application**

The application is for a new premises license situated in a new build complex on the Edgware Road. The licensable activities requested are the sale of alcohol off the premises from 05.30 hours until 23.00 hours seven days a week.

I'm concerned over the request to sell alcohol from 05.30 hours and would question what type of customer is going to want alcohol at this time and where would it be consumed? The venue also sits

in an area that suffers very high crime, ASB and street drinking. I have cut and paste the crime figures from the Met Police website below for the area. As you can see there is a total of 193 crimes in just one month, a very high level of recorded crime.

The highest level of crimes are ASB (46), violence and sexual offences (53) and drugs (12). I am concerned over these crime figures especially the high level of violent and sexual offences recorded. These along with ASB are quite often fuelled by excessive alcohol consumption.

The venue itself does not fall into a Cumulative Impact Zone (CIZ) but sits just outside the Cricklewood Broadway CIZ. With a venue so close to a CIZ which sits in area suffering from a high level of crime and ASB it will require the appropriate set of liceninsg conditions to allow it to trade in a legal manner and uphold the licensing objectives. Not attaching appropriate conditions to this license will have a negative effect on the nearby CIZ and overall crime and ASB levels in the vicinity.

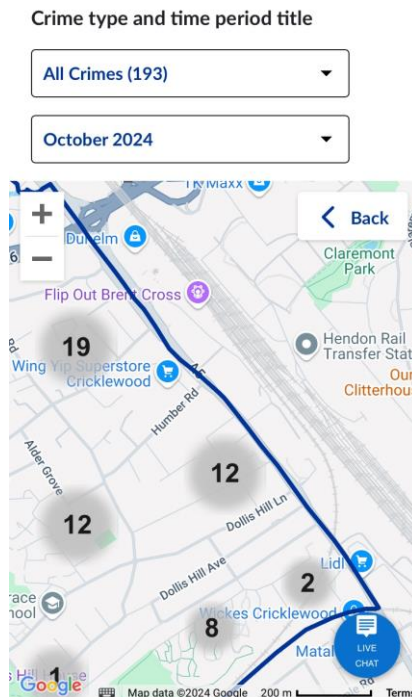
[www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz](http://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz)

Crime type and time period title

All Crimes (193)

October 2024





### **Personal License Holder**

The sale of alcohol to drunken people and children is a major concern to Police and highlighted in the governments Alcohol Harm Reduction Strategy. Those who sell or provide alcohol should be fully aware of the legislation and issues around alcohol and should be fully trained to a national standard.

### **Closed Circuit Television (CCTV)**

Good quality CCTV is a basic requirement to help deter and detect criminal activity for all reputable license holders. Therefore a decent quality CCTV system is an essential tool and should be installed and maintained in accordance with Home Office Guidance. The system should be fully operational during the hours of business, with a member of staff present who can operate and if required download footage upon request of the police or other recognised authority.

Notices should also be displayed advertising the presence of the CCTV to help promote a secure and safe working environment.

### **Police Representations**

Police require the following points should be added as conditions on the premises licence as below:

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 upon request.
2. CCTV camera shall be installed to cover all the entrances and exits of the premises.
3. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open for trading. This staff member shall be capable of making copies and downloading any footage immediately requested by the police or authorised Brent council officials.

4. The CCTV system shall display on any recordings the correct date and time of the recording.
5. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulder image of every person entering or leaving the premises.
6. A suitable intruder alarm complete with panic button shall be fitted and maintained.
7. A 'Challenge 25' policy shall be adopted and adhered to at all times.
8. An 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) Any complaints received.
  - b) Any incidents of disorder.
  - c) Any faults in the CCTV system.
  - d) Any visit by a relevant authority or emergency service.

Any inputs recorded in this log shall be done within 24 hours of the incident

9. A refusal book detailing date and time of the refused sale (of alcohol), the name of the person refusing the sale and a description of the person attempting to purchase alcohol, shall be kept and maintained and made available for inspection by authorised officers from Brent Council or the police.

Any inputs recorded in this log shall be done within 24 hours of the incident

10. Any staff directly involved in selling alcohol for retail to consumers and staff who provide training including managers shall undergo regular training of the Licensing Act 2003 legislation (at least every 12 months). The training shall be documented and signed off by the DPS and the member of staff receiving the training. This training log shall be kept and made available immediately for inspection by police and relevant authorities upon request.
11. 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. This shall include the stipulation that alcohol cannot be sold in-store, but only online.
12. There shall be no high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.
13. There shall be no single cans or bottles of beer or cider shall be sold at the premises.
14. There shall be no miniatures under 35cl of spirits or wine sold at the premises.
15. The sale of alcohol shall be between 09.00 and 23.00 hours seven days a week.
16. Outside of permitted hours for the sale of alcohol, all alcohol within the trading area (this does not apply to the display behind the cashier counter) is to be secured behind locked shutters/screens/grills or secured behind locked cabinet doors.
17. Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport. No ID – No delivery.
18. A sign stating "No proof of age – No sale" shall be displayed at the point of sale

If the above conditions are met in full, police would be able to withdraw representations.

Yours Sincerely,

**PC Phil Graves 3122NW**  
**NW BCU - Brent Licensing**  
**Philip.Graves@met.police.uk**