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Business Licence  
Regulatory Services  
Brent Council  
Engineers Way  
Wembley  
HA9 0FJ

10 January 2025

Ref: 33752

Dear Business Licence,

**Licensing representation against the premises licence application in respect of Sai Krupa Supermarket, Unit 4-5, 149 Ealing Road, HA0 4BY.**

The above-mentioned application has been made pursuant to section 17 of the Licensing Act 2003.

I confirm that I am the delegated officer of the Licensing Authority, in whose area the above-mentioned premises is situated, and who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

I have carefully considered the above premises licence application, and consequently, I wish to make a representation on the grounds that if the application were to be granted, it would likely have a detrimental effect on one of the four below licensing objectives:

- **the prevention of crime and disorder;**
- public safety;
- the prevention of public nuisance;
- the protection of children from harm.

Operating Schedule

The premises licence application seeks to permit the licensable activity of the supply of alcohol for consumption off the premises between Monday and Sunday, 06:00 – 23:00.

It is acknowledged that the applicant has proposed numerous conditions consistent with the promotion of the four licensing objectives. These include:

- Recorded staff training
- A personal licence holder always being present at the premises
- Robust CCTV measures

- An incident log
- Measures to prevent street drinking directly outside the premises
- A barred customer list
- A Challenge 25 Age Verification Policy
- A refusal log

However, some conditions offered are unnecessary or duplicate existing legislation. These are outlined below:

- **Community safety partnership** – Despite being listed as a step to promote the four licensing objectives, there is no further detail on what this entails, leaving it unclear how this will contribute meaningfully.
- **All alcohol stored/sold at the premises must be sourced from a wholesaler registered with HMRC and has an AWRS unique reference number** – This is already a legal requirement; it is an offence to buy alcoholic products for resale from unregistered UK wholesalers.
- **Seizures of drugs or offensive weapons on the incident log** – There is no justification as to why an off-licence would implement a policy to search for drugs or offensive weapons. This appears to be an unrealistic and unnecessary condition that undermines the practical considerations required for a meaningful operating schedule.

These points raise concerns about the overall veracity and purpose of the proposed conditions. Instead of demonstrating a thorough and considered approach to promoting the four licensing objectives, these conditions could be considered as superficial compliance measures that have not taken the wider impact of the application into account. In addition, there are not meaningful preventive measures to address street drinking and anti-social behaviour within the local area.

Furthermore, it is noted that there is no explicit reference to the Cumulative Impact Zone (CIZ) within the application form or supporting documentation. It is expected that an applicant would acknowledge the CIZ in their application and propose appropriate conditions that would mitigate against any potential cumulative impact on the local area.

### Cumulative Impact Zone (CIZ)

In 2022, Brent Council reviewed its Cumulative Impact Policy after assessing crime data from various sources. This led to the implantation of the Cumulative Impact Zones in specified areas within Brent, as outlined in the latest Statement of Licensing Policy (2025 – 2030).

Evidence shows a strong correlation between concentrations of off-licences and incidents of alcohol-led anti-social behaviour. Cumulative impact describes the stress caused by a high density of licenced premises on crime, disorder, nuisance, and local services.

The purpose of these CIZs is to address levels of crime, disorder, and anti-social behaviour, particularly related to street drinking. Consequently, the CIZs will specifically pertain to new applications and variations for off-licences, thereby creating a “rebuttable presumption” to any new application with a recommendation of refusal, unless the applicant can successfully demonstrate within their operating schedule that this wouldn’t be the case.

Further clarification on the Council’s CIZ policy can be found within ‘Appendix 6: Cumulative Impact Zones’ (page 50 – 65) within the Council’s Statement of Licensing Policy.

## Ealing Road, Wembley

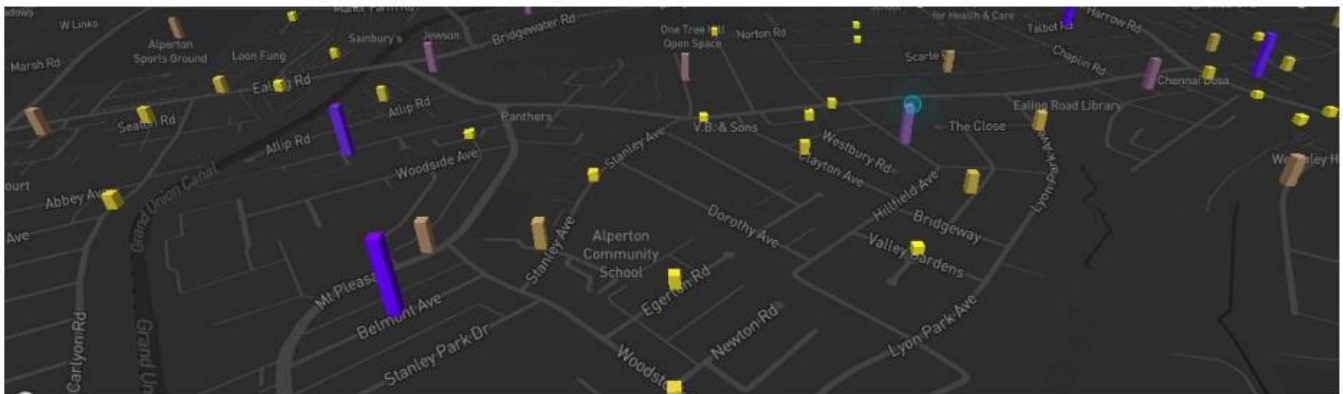
The CIZ that relates to the local area encompasses the entirety of Ealing Road, from the junction with High Road, Wembley to the junction with Bridgewater Road

Brent Council's Statement of Licensing Policy describes this area as having medium to high levels of deprivation and being a hotspot for alcohol-related calls to police. It is also a high reporting area for street drinking and anti-social behaviour.

Between 1 July 2021 and 30 June 2022, there were:

- 183 reports to the Police
- 72 relates to anti-social behaviour
- 11 related to public order offences
- 9 related to robbery
- 91 categorised as violent/sexual offences.

The below image, available on pages 58-59 of Brent Council's Statement of Licensing Policy provides an overview of crime locations within this area.



## Public Space Protection Order (PSPO)

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking, and it is an offence if a person fails to comply with a request to cease drinking alcohol by an authorised officer.

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

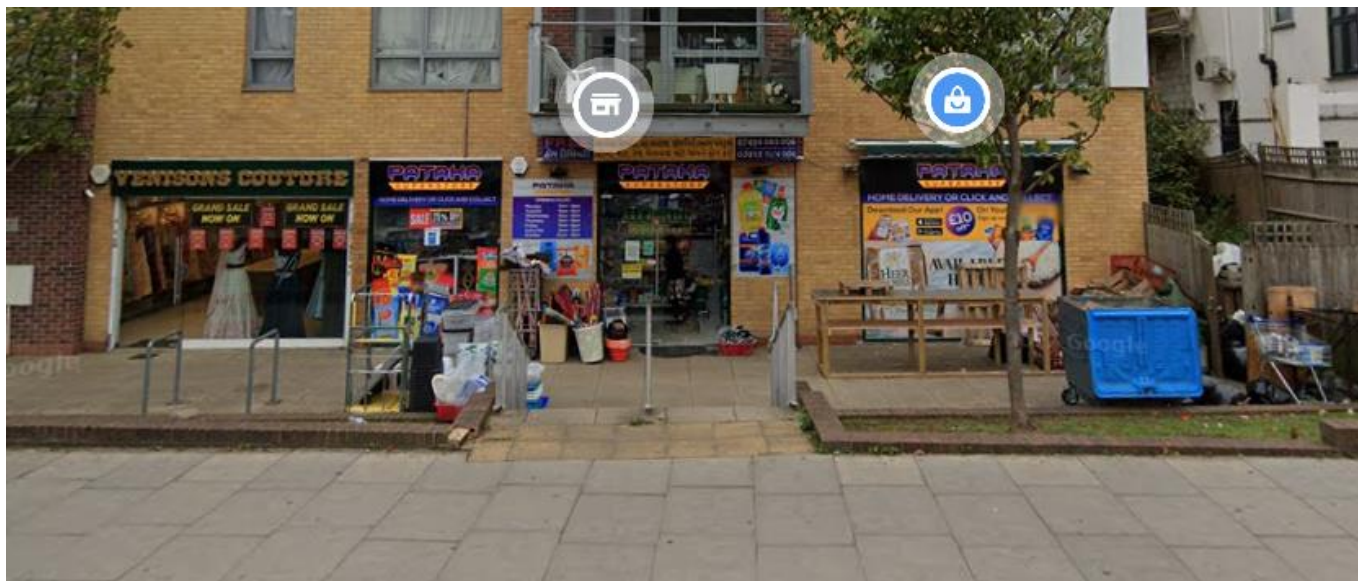
However, there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those

premises that are selling alcohol for consumption off the premises. If off licences did not exist, the number of street drinkers would decline.

## Location

The premises is located at Unit 4-5, 149 Ealing Road, HA0 4BY, within a ground-floor commercial unit beneath a residential block of flats. Additional houses are situated to the south along Ealing Road. Opposite the premises is a parade of shops, including an off-licence and food-led establishments.

In addition to this, Shri Sanatan Hindu Mandir Temple is located within 90 metres from the premises. Both sites of Alperton Community School are within 300 metres from the premises. The entrance to One Tree Hill Recreation Ground is about 350 metres away from the premises.



There are 8 similar off-licences operating in the vicinity of the business:

DIU Portugal, 234 Ealing Road, Wembley, HA0 40L (Premises licence number: 10504)  
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)  
Distance: 24 Metres

Sidney's Off Licence, 216 Ealing Road, Wembley, HA0 4QG (Premises licence number: 156261)  
Permitted Hours: 08:00 – 22:30 (Monday to Saturday), 10:00 – 22:30 (Sunday)  
Distance: 73 Metres

The Hive, 4 Mount Pleasant, Wembley, HA0 4LP (Premises licence number: 165853)  
Permitted Hours: 06:30 – 23:30 (Monday to Sunday)  
Distance: 260 metres

One Stop Superstore, 284 Ealing Road, Wembley, HA0 4LL (Premises licence number: 30409)  
Permitted Hours: 09:00 – 22:00 (Monday to Sunday)  
Distance: 270 meters

Alperton Point, 290 Ealing Road, Wembley, HA0 4LL (Premises licence number: 191921)  
Permitted Hours: 00:00 – 23:59 (Monday to Sunday)  
Distance: 293 meters

Ealing Newsagent, 154 Ealing Road, Wembley, HA0 4PY (Premises licence number: 18064)  
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)  
Distance: 290 meters

Wembley Off Licence, 95 Ealing Road, Wembley, HA0 4BN (Premises licence number: 10437)  
Permitted Hours: 09:00 – 23:00 (Monday to Sunday)  
Distance: 300 meters

Sivashakthi Cash & Carry, 1-3 Atlip Centre, Atlip Road, Wembley, HA0 4LU (Premises licence number: 223236326)  
Permitted Hours: 00:00 – 00:00 (Monday to Sunday)  
Distance: 350 metres

### Informative

On 31 December 2024, an email was sent to the applicant seeking further information about the premises licence application. This provided an opportunity for the applicant to demonstrate or provide evidence that their proposed application would not add to the cumulative impact within the local area.

[Annex A – Applicant email thread with Licensing Authority 08.01.2025]

### Summary

The Statement of Licensing Policy stipulates that any new premises licence application falling within a specified Cumulative Impact Zone will not be granted unless the applicant provides compelling evidence that the proposed licensable activities will not contribute to the issues the CIZ seeks to address, such as street drinking and alcohol-related anti-social behaviour.

While I acknowledge the applicant's response and note that this application might typically be granted under different circumstances, there has been no compelling argument to suggest that this application wouldn't exacerbate the cumulative impact within the area.

The Licensing Authority maintains its stance of creating a rebuttable presumption and therefore seeks to engage the discretion of the Licensing Sub-Committee by submitting this representation against the premises licence application. As the applicant has not yet sufficiently demonstrated that the premises will not negatively contribute to the cumulative impact in the local area, the recommendation for refusal remains, in line with the current Statement of Licensing Policy.

However, if the Licensing Sub-Committee determines that there is enough evidence to grant the application, the Licensing Authority respectfully requests the following amendments to the operating schedule:

### Amended Operating Hours:

The supply of alcohol (off the premises): 09:00 – 23:00 (Monday to Sunday)  
The opening hours: 09:00 – 23:00 (Monday to Sunday)

### Conditions

1. The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days.
2. The CCTV system shall display on any recordings, the correct date and time.
3. The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan.
4. Any CCTV footage shall be made available to the Police and any authorised Officers from Brent Council upon request. CCTV footage shall be provided on either removable media (i.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request.
5. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
6. 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 incidents of crimes or disorder.
  - b) any customers barred from the premises.
  - c) any complaints received.
  - d) any faults in the CCTV system
  - e) any visit by a relevant authority or emergency service.
7. Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.
8. Staff training shall be undertaken by all members of staff involved with licensable activities. Additionally, all staff shall undergo refresher training every 12 months which shall also be recorded. Staff training shall include the following topics:
  - a) Age verification policy
  - b) Proxy sales
  - c) Refused sales and conflict management
  - d) Operating procedures permitted hours and relevant conditions
9. Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the premises licence holder.
10. A copy of staff training shall be available upon request by Police and authorised officers from Brent Council.
11. A personal licence holder shall be at the premises at all times whilst open for licensable activities.
12. There shall be no high strength beers, lagers, and ciders above 6.0% ABV shall be sold at the premises.
13. There shall be no single cans or bottles of beer or cider shall be sold at the premises. A notice will be displayed notifying customers of this policy.

14. There shall be no miniatures under 5cl for spirits or under 200ml for wine sold at the premises. A notice will be displayed notifying customers of this policy.

15. There shall be no self-service of spirits on the premises with all spirits being located behind counter.

15. The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.

16. Clear and legible notices shall be prominently displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.

17. Deliveries shall only be made to the premises between 09:00 and 18:00 hours.

18. 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.

19. A Challenge 25 notice shall be conspicuously displayed at the point of sale.

20. A notice stating "No proof of age – No sale" shall be displayed at the point of sale.

21. A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.

Yours sincerely,

A handwritten signature in black ink that reads "E. Maldoom". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Edwin Maldoom  
Licensing Enforcement Officer