

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

6 June 2025

Ref: 34930

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.

Proposed Operating Schedule

The premises licence application seeks to permit the supply of alcohol for consumption off the premises between 09:00 and 23:00, Monday to Sunday.

It is acknowledged that the applicant has proposed a range of conditions aimed at promoting the four licensing objectives. These include:

- Staff training and refresher training
- Robust CCTV provisions
- Maintenance of an incident log
- A restriction on beer, lager, or cider above 5.5% ABV

- A restriction on sales of single can/bottle sales of beer and cider
- A restriction on the sales of spirit and wine miniatures
- A personal licence holder to be present at all times
- Signage regarding Brent Council's Public Spaces Protection Order
- Signage encouraging customers to consume alcohol off-site
- Measures to minimise public nuisance
- Measures to deter street drinking directly outside the premises
- A barred customer list
- A Challenge 25 age verification policy
- A refusals log
- A written list of all staff authorised to sell alcohol by the DPS

The application form (page 17) makes explicit reference to the Cumulative Impact Zone (CIZ). The applicant acknowledges that the premises falls within the Ealing Road CIZ and recognises the Licensing Authority's stance regarding new premises licence applications within a CIZ, as set out within Brent Council's Statement of Licensing Policy 2025 – 2030.

The applicant asserts that granting this application would not have a detrimental impact on the licensing objectives nor would it contribute to cumulative impact of the local area, due to the measures outlined in the operating schedule. It is also stated that the business model of the premises won't primarily be alcohol-led, as it will be a convenience shop with a niche in party supplies.

The applicant is a limited company, namely Shree Sai Krupa UK Ltd, with Siddhi Mukeshbhai listed as the company director and Kettan Patel listed as the company secretary.

It is noted that Kettan Patel, now acting as company secretary of the limited company who has submitted the premises licence application, previously submitted a broadly similar application in an individual capacity. The current application includes slightly reduced hours and more robust conditions.

Informative

On 17 January 2025, the Licensing Authority received a premises licence application for Sai Krupa Supermarket, Unit 4-5, 149 Ealing Road, HA0 4BY, submitted by Kettan Patel in an individual capacity as an applicant.

As the premises lies within a Cumulative Impact Zone, both the Metropolitan Police Service and the Licensing Authority submitted representations against the premises licence application, in accordance with Brent Council's Statement of Licensing Policy.

A Licensing Sub-Committee hearing took place on 6 February 2025, and consequently the application was refused. The Licensing Sub-Committee cited the following reasons for refusal within its decision notice:

"The committee has read the documents provided by the applicant and representations made by the police and licensing officer. The committee also listened carefully to the evidence and submissions given by the applicant and the parties making representations. The application is refused. The committee is mindful that the premises is within a CIZ. The committee is bound by the licensing policy regarding applications for new alcohol licences in CIZ areas."

To grant the licence sought the committee would have to be satisfied that the proposed licence would support the licensing objectives. The committee has considered the level and nature of crimes in the vicinity of the premises.

The committee is not satisfied that the nature of the premises would be different from any other local off licenses and licensed premises, it will sell similar types of alcohol to the many other local off licenses. The Applicant has no experience of selling alcohol and has not yet received his personal licence, the proposed premises supervisor was not present at the hearing. The level of staffing proposed for the shop is low in the opinion of the committee.

There was nothing in the application that persuaded the committee that this application would support the licensing objectives. In fact, the committee has concerns that the licensing objectives might be undermined by the granting of a licence for this premises."

[Annex A – Initial Premises Licence Application]

[Annex B – Licensing Authority's Representation]

[Annex C – Licensing Sub-Committee's Decision Notice]

[Annex D – Companies House Information for Shree Sai Krupa UK Ltd]

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

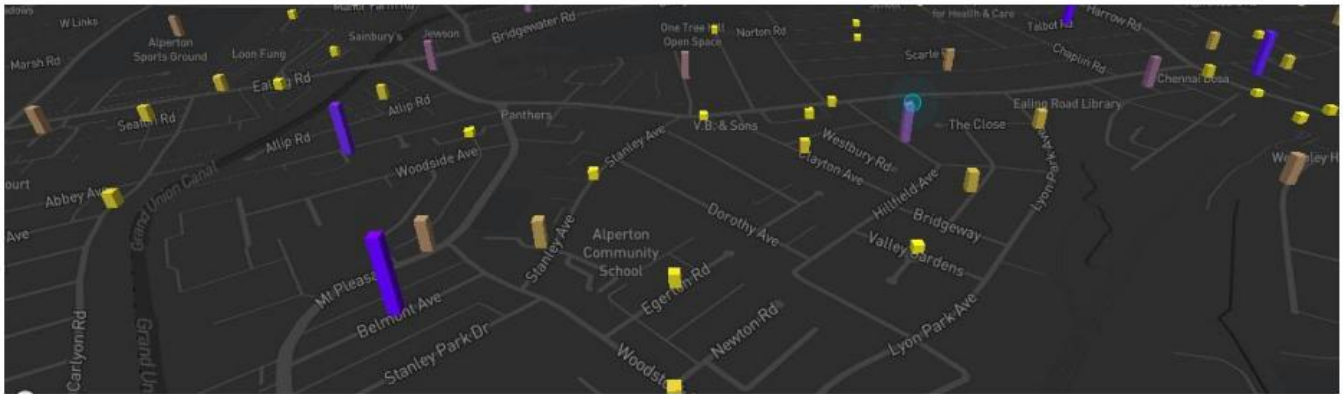
Brent Council's Statement of Licensing Policy describes this area as having medium to high levels of deprivation and being a hotspot for alcohol-related calls to police. It is also a high reporting area for street drinking and anti-social behaviour.

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:

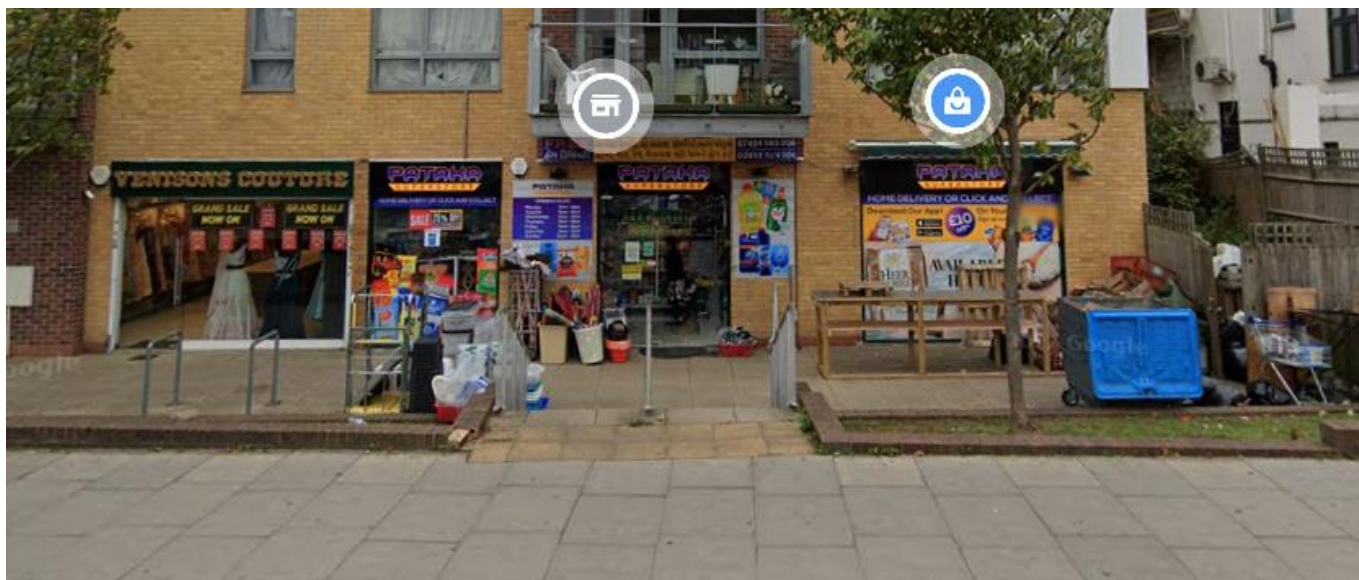
- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- 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 Alpertons 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

Alpertown 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

Summary

This is an entirely new premises licence application and therefore it should be judged on its own merits, based on the information provided within the operating schedule. However, the previous application submitted by Kettan Patel, and the Licensing Sub-Committee's subsequent refusal, remains a relevant consideration, particularly given the inherent link between the two applicants.

The Licensing Authority acknowledges that the Licensing Act 2003 does not prevent the submission of a new application following a previous refusal. Nonetheless, the circumstances and reasoning behind the initial refusal on 6 February 2025 remain a material consideration for the Licensing Sub-Committee in determining this application.

It is noted that the current application proposes more robust conditions and reduced hours of licensable activity. However, the Licensing Authority questions whether alcohol is secondary to the business model, as insinuated within the application, especially as this is the second application within seven months submitted by a company fundamentally associated with previous applicant.

Brent Council's Statement of Licensing Policy makes it clear that any new premises licence application that falls within a designated Cumulative Impact Zone will not be granted unless the applicant provides compelling evidence that the proposed licensable activities will not contribute to cumulative impact of the local area, specifically alcohol-related anti-social behaviour and street drinking.

While this application might ordinarily be granted without issue outside of a CIZ, it is the view of the Licensing Authority that no compelling evidence has yet been presented to demonstrate that granting it would not add to the cumulative impact in the area.

As such, the Licensing Authority submits this representation to engage the discretion of the Licensing Sub-Committee and respectfully reminds the Sub-Committee to remain mindful of the Council's position on new premises licence applications within a CIZ, as outlined within the Statement of Licensing Policy.

The Licensing Authority's view is that the application should be refused. However, should the Sub-Committee be minded to grant this application, on the basis that it would not increase the cumulative impact on the local area, it is respectfully requested that the conditions set out at the rear of this representation, which are largely consistent with those proposed by the applicant, be imposed in full.

Yours sincerely,

A handwritten signature in blue 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

Licensing Authority's Proposed Conditions for Licensing Sub-Committee

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 the correct date and time on any recordings.*
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. A further CCTV camera shall be monitor the immediate frontage of the premises on Ealing Road*
4. *A member of staff who is conversant with the operation of the CCTV system shall always be available at the premises whilst the premises are open to the public. CCTV footage shall be made available for immediate viewing upon request by the Police and any authorised Officers from Brent Council.*
5. *CCTV footage shall be available to the Police and any authorised Officers from Brent Council, in a readily accessible format on removable media (I.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request.*
6. *Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.*
7. *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.*
8. *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.*
9. *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. *signs of drunkenness and intoxication*
 - d. *recording refused sales and conflict management*
 - e. *the four Licensing Objectives*
 - f. *operating procedures permitted hours and relevant conditions*
10. *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. A copy of staff training shall be available upon request by Police and authorised officers from Brent Council.*

11. *A personal licence holder shall always be present whilst open for licensable activities.*
12. *There shall be no high strength beers, lagers, and ciders above 5.5% 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.*
16. *A record of banned individuals shall be maintained at the premises and all staff made aware of the persons who are currently banned. The record shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.*
17. *Clear and legible notices shall be prominently displayed warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.*
18. *Clear and legible notices shall be prominently displayed requesting that customers take home any alcohol they have purchased rather than consume it in the street*
19. *Clear and legible notices shall be prominently displayed at the exit requesting patrons to respect the needs of residents when leaving the premises.*
20. *All exit routes and public areas shall be kept unobstructed, shall have non-slippery and even surfaces, shall be free of trip hazards and shall be clearly signed*
21. *Deliveries relating to the licensable activities shall only take place between 07:00 and 19:00*
22. *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.*
23. *A Challenge 25 notice shall be conspicuously displayed at the point of sale. A notice stating "No proof of age – No sale" shall be also displayed at the point of sale.*
24. *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.*
25. *The DPS shall produce a written list of all staff members who are authorised to sell alcohol on behalf of the DPS. This list shall have the staff members name, the signature of the staff member and the authorisation date. This list shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.*