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POLICE**

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TERRITORIAL POLICING

**Sai Krupa Supermarket
Shree Sai Krupa UK Ltd.
Unit 4-5 149 Ealing Road
Brent
HA0 4BY**

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
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Your Ref: 34930

Our ref: 01QK/344/25/1187NW

Date: Wednesday 11th June 2025

Police representations to the application for a new Premises Licence for 'Sai Krupa Supermarket, Units 4-5, 149 Ealing Road, Brent, HA0 4BY'

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.

**Officer: PC Brendon McInnes
Licensing Constable 1187NW**

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 section 17 Premises License for an off license wishing for the sale of alcohol from 09.00 to 23.00 hours Monday through to Sunday. Open to the public from 06:00 to 23:00 hours Monday through to Sunday.

The venue is located along the Ealing Road near the junction with Stanley Avenue. This is the busiest part of the Ealing Road with a large amount of pedestrians, cars and regular complaints to the police and councillors of street drinking, ASB and littering. Especially Stanley Road junction with Kathleen Avenue and Breamer Avenue with the Service Road

The venue also falls into the Ealing Road Cumulative Impact Zone (CIZ). CIZ's were created by Brent Council to combat the crime, ASB and street drinking in the worst parts of the Borough. As mentioned in the last paragraph Brent Licensing Police along with Brent councils licensing team are receiving regular complaints about this exact problem based around street drinking, ASB and littering on this stretch of the Ealing Road. Adding another off license to this extremely busy stretch of the Ealing Road will only add more to the complaints, crime, street drinking and ASB.

The application provides a list of proposed conditions and makes mention to the CIZ. However the application does not go into any detail of any speciality theme, implying this is a standard off license selling traditional beers, wines and spirits that are readily available along the Ealing Road and surrounding areas. The only speciality theme mentioned is that in party supplies. This you can get from any Tesco or Sainsburys, to which there is a couple of these stores on either end of Ealing Road.

<https://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz>

As you can see from the link there is an assumption that any new off license application will be refused unless the applicant can demonstrate that their venue would not have a negative effect on the licensing objectives.

"Where an application for a new off-licence or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives."

The area already has regular complaints of street drinking and ASB. These complaints are being dealt with on an on-going basis by both the police and Brent Council. The complaints are based around littering and groups of men 'street drinking'. Adding another off license to the same area will just add to more complaints and crime.

Summary

The venue is not a specialist in any field and is trying to sell standard beers and wines that are already available across the Borough.

Allowing this application to progress, no matter how strict a list of conditions imposed, would only add to more alcohol on the streets, more street drinking, more ASB and crime in the area.

Taking all the above information into account police oppose this application in full on the basis that all four of the licensing objectives will not be met.

Yours Sincerely,

PC Brendon McInnes 1187NW
NW BCU - Brent Licensing
Brendon.McInness@met.police.uk