



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

**Food & Wine
246, Neasden Lane
Neasden.
NW10 0AA**

Your Ref: 35568

Our ref: 01QK/438/25/3122NW

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

Date: Sunday 17th of August 2025

Police representations to the application for a new Premises Licence for 'Food & Wine, 246 Neasden Lane, Neasden NW10 0AA '

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 convenience store applying for the off sale of alcohol on a 24/7 basis. The venue previously had a license, but the company fell into administration meaning the license was void.

The venue falls within the Neasden Cumulative Impact Zones (CIZ). CIZ's appear across the worst parts of Brent where street drinking, crime, ASB and littering are at their worst. Neasden Lane is probably one of the worst areas across the borough with a very high level of crime and ASB.

Normally any new off sales application within a CIZ will be refused by both the police and council. As this venue has previously held an alcohol license, I believe it only seems appropriate to support this application with the appropriate conditions. I don't believe that a 24/7 sale of alcohol within a CIZ is appropriate, and these hours will need to be culled to support the licensing objectives.

I have cut and paste links below detailing the CIZ and the Public Space Protection Order (PSPO) for the information of the applicant.

www.brent.gov.uk/nuisance-crime-and-community-safety/public-spaces-protection-orders#pspos

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

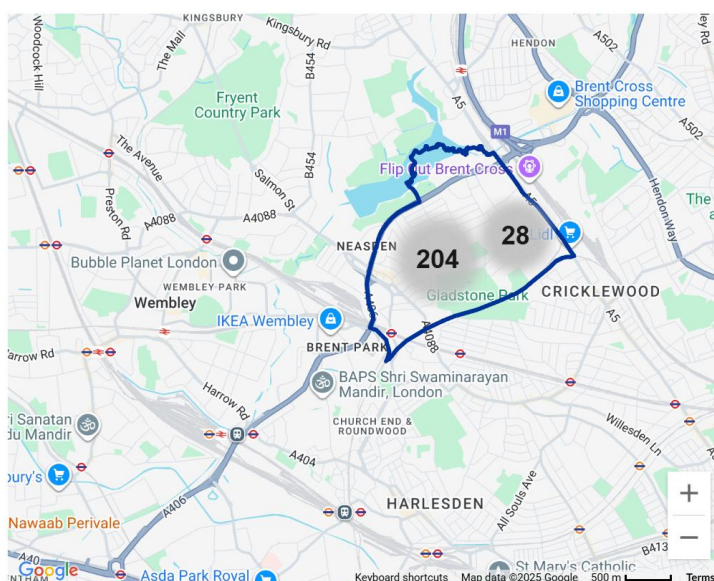
Crime Figures for NW10 0AA Post Code

Below are the crime statics for the post code of NW10 0AA. These figures are taken straight from the Met Police web page which is available to the public.

As you can see there are a total of 232 recorded crimes with violence, sexual offences and Anti Social behaviour at the top of this list. Zooming in on the map you can see that a majority of the crime is located in Neasden Lane where 246 Food and Wine is located.



Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Crime type and time period title

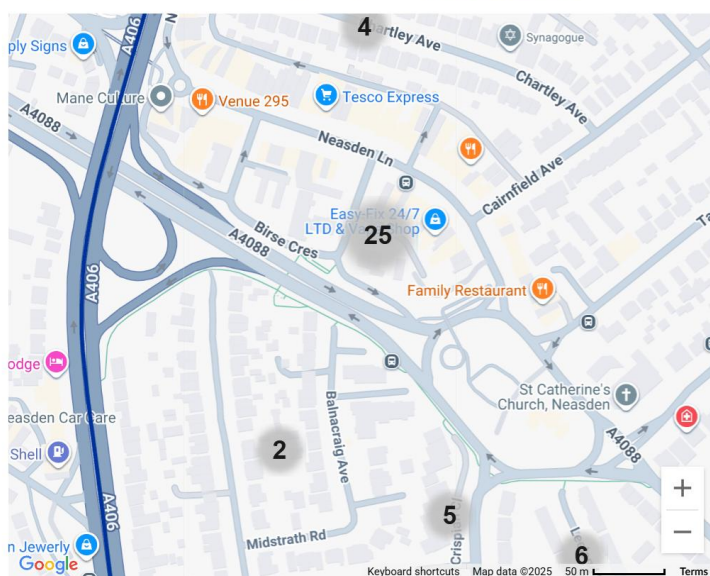
All Crimes (232)

June 2025

232 crimes were reported here in June 2025

Violence and sexual offences	66
Anti-social behaviour	60
Criminal damage and arson	18
All other crime	88

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Crime type and time period title

All Crimes (232)

June 2025

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 and all areas where alcohol is sold from.
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. Training records of all staff that sell or serve alcohol shall be kept. This training shall be done at least once a year for each individual staff member. The training records shall detail: -

- (a) Staff member's name, signature and date
- (b) Name of person providing the training
- (c) Training on use of the incident log
- (d) Training on refusal of sale
- (e) Training on challenge 25 policy
- (f) Training on the use and downloading (providing copies) of the CCTV system

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.
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. All alcoholic drinks shall be clearly labelled with the name of the premises.
16. A sign stating "No proof of age – No sale" shall be displayed at the point of sale
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. The sales of alcohol shall only be permitted during the hours listed below

Monday	10.00 to 23.00 hrs
Tuesday	10.00 to 23.00 hrs
Wednesday	10.00 to 23.00 hrs
Thursday	10.00 to 23.00 hrs
Friday	10.00 to 01.00 hrs
Saturday	10.00 to 01.00 hrs
Sunday	10.00 to 23.00 hrs

Deliveries

19. Full name and address details, including postcode, must be given when placing an order. A record of this shall be kept by the premises for 6 months and provided to the Police or authorised officers from Brent Council upon request.
20. Alcohol shall only be delivered to a residential or business address and not to a public place.
21. Deliveries shall only be made to the address where the order was first placed. This cannot be modified once the order is confirmed.
22. Alcohol will only be delivered to the person who placed the order and whose name appears on the credit/debit (if used).

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