

Sent via the Licensing Authority (by email)

29 March 2026

Dear Sir/Madam

**APPLICATION FOR A PREMISES LICENCE
API AVI CONVENIENCE STORE, 383 CHURCH LANE, KINGSBURY, NW9 8JB**

I write on behalf of my client, Mr Thamothersampillai Tharmarasa, in respect of his recent application for a new premises licence at the above shop.

The Licensing Authority have sent me a copy of your representation and I thought it would be useful to contact you to outline the application further and hopefully we may be able to alleviate your concerns.

As you are aware, the premises is currently empty and it will be refurbished as a new general convenience store which will sell a wide range of goods including snacks, magazines, sweets, dairy, soft drinks, household goods, cigarettes, toiletries, etc.

Mr Tharmarasa is the holder of a Personal Licence issued by Brent Council and he has plenty of retail/shop experience. He is taking over the shop and would just like to offer some alcohol for sale alongside the other goods to allow the business to provide a more complete all-round convenience service. The focus of the shop will be as a general convenience store with the proposed alcohol sales just being a part of the overall business.

Please note that he had absolutely no involvement in any of the previous issues at this shop (evidence of this has been provided to the satisfaction of the Authorities).

We have had positive dialogue with the Council Licensing Authority and the Police regarding this application. An extremely detailed, comprehensive and robust set of conditions has been agreed with the Licensing Authority – please see attached for your information and consideration.

These conditions would promote the licensing objectives and they include;

a CCTV camera system covering inside and outside the shop with images being kept for a minimum of 31 days;

Using the 'Challenge 25' underage policy to ensure that no-one under 18 is able to buy alcohol;

Using a refusals register and an incident log;

Regular staff training;

No sales of spirit miniatures under 20cl;

No single can sales of beers, ales, lagers, or ciders above 6.5% ABV (except for genuine artisan or craft beers, lagers, and ciders).

No single can/bottle sales of beer or cider under 500ml (except for genuine artisan or craft beers, lagers, and ciders) and;

Regular litter checks outside the shop.

The full set of proposed licence conditions are attached.

I can assure you that Mr Tharmarasa is a responsible operator and will do everything that he can to prevent any problems for the local community. For example, the CCTV images will be made available to the Police upon request, and staff will do regular litter checks outside the shop.

Steps have been proposed to ensure that children under 18 are not able to purchase alcohol. The shop will use the the Challenge 25 policy to prevent underage sales, staff will be well trained, and the shop will keep a record of any refusals to sell alcohol.

Licensed premises are extremely well-regulated - they must promote the licensing objectives and comply with their licence conditions. Where this is any evidence of non-compliance or evidence that a premises is not promoting the licensing objectives, then the Authorities can take action as necessary – this includes spot checks, enforcement action, prosecution, a premises licence review, revocation etc.

The previous licence was revoked due to the actions and behaviour of the previous licence holder. Mr Tharmarasa had no involvement in any of those issues. He will run the shop well, and the shop would of course sell alcohol responsibly and within the law at all times.

I hope this information is helpful and informative. I ask you to consider this letter and the attached set of conditions and give Mr Tharmarasa the opportunity to demonstrate that the shop - with a licence - will promote the licensing objectives and not cause any issues.

I look forward to hearing from you and if you have any queries please let me know.

Yours sincerely

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