

The Licensing Guys
PO Box 303
Llanymynech
SY10 6FE

24 April 2026

Our Ref: 37953

Dear Sir/Madam,

**Licensing Representation to the Initial Application for the Premises Licence at Newsfare,
33 Craven Park Road, NW10 8SE**

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

An officer of the Licensing Authority, 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 Act.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

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

The Licensing Authority request the following points to be included in the operating schedule or added as conditions on the premises licence:-

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 capture clear images of every person entering or leaving the premises with further CCTV cameras covering the publicly accessible areas stipulated on the premises plan, including the frontage 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 to the public. This member of staff shall be able to view, download and make copies of any CCTV requests made by the police or authorised officer(s).
-

4. CCTV footage shall be provided within 24 hours upon request by 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.
5. The CCTV system shall display the correct date and time on any footage.
6. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
7. A "Challenge 25" policy shall be adopted and adhered to. 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.
8. A notice stating "No proof of age – No sale" shall be displayed at the point of sale.
9. A notice asking customers to leave quietly from the premises shall be displayed by the exit/entrance.
10. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.

The training records shall detail:-

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

This training shall be kept at the venue and made available immediately upon request to the police or authorised officers from Brent Council.

11. 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) all crimes reported to the venue
 - b) all ejections of patrons
 - c) any complaints received
 - d) any faults in the CCTV system
 - e) any visit by a relevant authority or emergency service

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.

12. A refusal book detailing date and time of the refused sale, 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 at the premises.

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.

13. All deliveries (to the premises) shall take place during the normal working day (i.e. 09:00 to 18:00 daily).

14. A clear and unobstructed view into the premises shall be maintained at all times.

15. There shall be no single cans or bottles of beer or cider shall be sold at the premises.

16. There shall be no miniatures of spirits or wine sold at the premises.

17. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.

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

19. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

20. A suitable intruder alarm and panic button shall be fitted and maintained.

21. A personal licence holder shall be at the premises at all times whilst open for licensable activities.

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

23. The premises licence holder shall ensure that all tills in operation at the premises automatically provide age-related prompts to staff to check the age of the buyer when alcoholic products are passed through the till, or entered onto the till, for sale.

24. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

25. Drivers shall not deliver to any person anywhere other than that at the residential / business address given when the order was placed. There shall be NO deliveries made to any open/public spaces.

26. Delivery drivers should be asked to keep noise to a minimum when collecting deliveries and must not be permitted to loiter unnecessarily.

27. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client accepts the above conditions.

Yours Sincerely,

A handwritten signature in black ink that reads "R. Vagarwal". The signature is written in a cursive style and is enclosed within a thin, hand-drawn oval border.

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services