

ZEBU BUTCHER'S POLICE RESPONSE

Premises: 38 Sapcote Trading Centre, High Road, Willesden, NW10 2DJ

Police reference: 39346

Application: Premises Licence Variation

1. INTRODUCTION

We respectfully submit this response to the representation made by the Metropolitan Police in relation to the premises licence variation application for Zebu Butcher's, 38 Sapcote Trading Centre, High Road, Willesden, NW10 2DJ. The application seeks a variation of the existing premises licence to extend the licensed area to include the Unit 38 car park; extend the hours for the sale and consumption of alcohol to 10:00-00:00 and the opening hours to 09:00-00:30; add live music indoors from 12:00-00:00; recorded music outdoors from 10:00-22:00; and recorded music indoors from 10:00-00:00, Monday to Sunday. We understand the concerns raised by the Police. We respectfully ask that the application is considered on the basis of the evidence relating specifically to Zebu Butcher's, together with its existing management controls and the additional safeguards proposed for the variation.

2. EXISTING RECORD AND OPERATION

Zebu Butcher's is a family-based business with an existing premises licence. Importantly, we have never had a police incident at our premises. We do not tolerate fighting, disorder, anti-social behaviour, drug-related activity or other inappropriate conduct at or in connection with our premises. We have cooperated fully with Brent Council inspections and have been open and transparent with relevant officers. We respectfully ask that Zebu Butcher's is assessed on its own operating history and on evidence relating specifically to the premises.

3. THE WIDER CRIME PICTURE AND CCTV COOPERATION

We acknowledge the Police information concerning crime and disorder in the wider Sapcote Trading Estate. We understand why the Police wish to ensure that additional licensed activity does not make that situation worse. However, we respectfully ask that incidents elsewhere in the area are not treated as evidence that Zebu Butcher's contributed to them unless there is evidence connecting them to our premises. Zebu Butcher's already maintains and operates CCTV covering relevant internal and external areas, in accordance with its applicable ICO and data protection responsibilities. Relevant staff are trained in its operation and management ensures that the system is maintained in working order. We have cooperated when the Police have requested CCTV footage or information concerning incidents involving neighbouring premises or the surrounding area. We will always be willing, when requested, to provide relevant CCTV footage so that the facts and circumstances of any incident can be properly established. Zebu Butcher's would also welcome continued cooperation between local businesses, Brent Council and the Metropolitan Police in addressing crime and anti-social behaviour in the wider area. We would be willing to participate constructively in appropriate local initiatives or communication arrangements that may assist in improving safety in the Sapcote Trading Estate.

4. NATURE OF THE PROPOSED OPERATION

The proposed variation is not intended to change the current nature of Zebu Butcher's into a nightclub or late-night drinking establishment. The existing table and seating arrangement will remain part of the normal operation of the premises. No dance floor is proposed as part of this variation and no nightclub-style entertainment is proposed. Any live music provided indoors is intended as ancillary entertainment for customers. The purpose of the variation is to allow the existing business to serve customers for longer hours and support increased trade.

5. EXISTING MANAGEMENT CONTROLS

Zebu Butcher's already maintains responsible management practices, including staff training, responsible alcohol sales, refusals where appropriate, Challenge 25, incident recording and management oversight. Zebu Butcher's already maintains an incident log and a refusals log. Staff involved in the sale or supply of alcohol already receive appropriate training covering licensing responsibilities, Challenge 25, identification requirements, refusals, responsible alcohol sales, prevention of disorder, incident recording and relevant premises procedures. Training records are maintained. Zebu Butcher's already operates Challenge 25. Where a customer appears to be under 25, staff request acceptable photographic identification before alcohol is supplied. If there is doubt, the sale is refused.

6. EXTERNAL CUSTOMER AREA

The external customer area will be clearly defined and limited to a maximum of 25 customers at any one time. Whenever it is in use, it will be physically separated from vehicle movements by means of a suitable removable barrier system and will be supervised by staff. The barriers will be put in place whenever the area is being used by customers and will be removed and stored when the area is not in use. The premises has an existing emergency exit located adjacent to the main entrance, which is kept clear and unobstructed. Vehicle circulation routes will also remain unobstructed. Zebu Butcher's would also be happy to follow any recommendations from Brent Council regarding the most appropriate type of barrier or any additional reasonable safety measures for the car park. Under the existing premises licence, the area permitted for the sale and consumption of alcohol extends to the existing deck area, with the current permitted alcohol hours ending at 21:00. The present variation seeks to extend the permitted hours for the sale and consumption of alcohol to 00:00, both indoors and within the licensed external area, and also seeks to extend the licensed external area to include the Unit 38 car park. Zebu Butcher's already ensures that customers do not take alcohol beyond the currently authorised area and staff routinely remind customers of this restriction. Staff will monitor the external customer area to help prevent disorder, excessive noise, littering or other problems.

7. MUSIC AND NOISE

There will be no live music, bands or DJs in the external area. Recorded music outdoors is proposed between 10:00 and 22:00 only and will operate as background music at a controlled volume, ceasing at 22:00. Live music is proposed indoors only between 12:00 and 00:00. Recorded music is proposed indoors between 10:00 and 00:00. Music will be managed so as not to cause nuisance to nearby residents or businesses. The volume will be controlled by management and staff will respond promptly to any reasonable complaint concerning noise.

8. CUSTOMER DISPERSAL

Towards the end of the permitted alcohol and entertainment hours, staff will encourage customers to leave the premises quietly and in an orderly manner, avoid unnecessary congregation and respect neighbouring businesses and residents. Management will take reasonable steps to prevent disorder or anti-social behaviour associated with customers leaving the premises.

9. BRENT PSPO AND AUTHORISED AREA

We recognise the relevance of the Brent Public Spaces Protection Order. Staff understand the distinction between the licensed premises area and public areas outside the authorised boundary. Zebu Butcher's already ensures that customers do not take alcohol beyond the currently authorised area and staff routinely remind customers of this restriction. Zebu Butcher's will continue to cooperate with authorised officers in relation to the PSPO.

10. PUBLIC SAFETY AND PROTECTION OF CHILDREN

The premises is already managed with public safety in mind. The existing emergency exit adjacent to the main entrance is kept clear and unobstructed, staff understand the existing emergency procedures, and the premises is managed so as to avoid unnecessary obstruction or overcrowding. Zebu Butcher's recognises the importance of protecting children from harm and already operates responsible procedures in relation to children and the sale of alcohol. Challenge 25 is already in operation and staff involved in alcohol sales are trained to request acceptable photographic identification where a customer appears to be under 25. Alcohol will not be sold or supplied to anyone under the legal age and, where satisfactory identification cannot be produced, the sale will be refused. Where children are present at the premises, staff routinely remind parents or responsible adults that children should remain with and under the supervision of their parent or responsible adult. This forms part of Zebu Butcher's existing approach to maintaining a safe and family-friendly environment.

11. EXISTING LICENCE CONDITIONS AND ENGAGEMENT WITH THE POLICE

We recognise that the existing premises licence already contains conditions intended to promote the licensing objectives. We are willing to discuss the wording of existing conditions 20 and 22 with the Police and Licensing Authority if updated wording would provide clearer and effective safeguards in light of the proposed variation. Zebu Butcher's wishes to maintain a constructive working relationship with the Police and Licensing Authority and will continue to cooperate with reasonable requests for information relating to licensing matters.

12. ADDITIONAL SAFEGUARDS FOR THE VARIATION

In addition to the existing controls operated by Zebu Butcher's, the safeguards proposed specifically for the variation include: a maximum of 25 customers in the external customer area; a suitable removable barrier system while that area is in use; staff supervision; the existing emergency exit adjacent to the main entrance kept clear and unobstructed; vehicle circulation routes kept unobstructed; no live music, bands or DJs outdoors; and outdoor recorded music limited to background music at a controlled volume until 22:00.

13. CONCLUSION

We respectfully ask the Licensing Sub-Committee to grant the proposed variation, subject to such reasonable and proportionate conditions as may be agreed with the Police and Licensing Authority. Zebu Butcher's has never had a police incident at the premises and already operates CCTV, incident and refusals recording, Challenge 25, staff training, responsible alcohol-sales procedures and management oversight. We have also cooperated with requests from the Police for CCTV footage or information. We respectfully ask that the application is assessed on the basis of the record, operation and evidence relating to Zebu Butcher's. We believe that the proposed variation, together with the existing controls and the additional safeguards set out above, can be managed responsibly and consistently with the licensing objectives. Zebu Butcher's remains committed to working constructively with the Metropolitan Police, Brent Council and other local businesses, and would welcome appropriate local initiatives or communication arrangements aimed at improving safety and reducing crime and anti-social behaviour in the wider Sapcote Trading Estate.

Yours faithfully,

Jefferson Kauffmam

Director

Zebu Butcher's Ltd.