

Planning, Transportation & Licensing
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

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London Borough of Brent Premises Licence

Part A

This Premises Licence was granted by Brent Council, Licensing Authority for the area of the Borough of Brent under the Licensing Act 2003

Original grant date: 24 September 2014
Current issue date: 13 October 2018

Akter Choudhury
.....
Authorised signatory

Premises licence number: 223113327

Part 1 – premises details

Postal address of premises, or if none, ordinance survey map reference or description

Sainsbury's
1 - 3 Exhibition Way, Wembley, Brent, HA9 0FA

Where the licence is time limited the dates

Licensable activities authorised by the licence

Section J: Sale or Supply of Alcohol:(Off the premises)

The times the licence authorises the carrying out of licensable activities

Section J: Sale or Supply of Alcohol:(For consumption off the premises)

Day	Start Time	End Time
Monday	06:00	23:00
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The opening hours of the premises

Day	Start Time	End Time
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Where the licence authorises supplies of alcohol whether these are on and/or off supplies

For consumption off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of the premises licence

Sainsbury's Supermarkets Ltd
[REDACTED]

Registered number of holder, for example company number, charity number (where applicable)

[REDACTED]

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Sandipkumar Pravinchandra Chokshi

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Licence Number:

Issuing authority:

Annex 1 – Mandatory conditions

Age Verification Policy

(1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

Minimum Price of Alcohol

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a)—duty is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b)—permitted price is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c)—relevant person^{ll} means, in relation to premises in respect of which there is in force a premises licence—

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) —relevant person^{ll} means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e)—value added tax^{ll} means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (—the first day^{ll}) would be different from the permitted price on the next day (—the second day^{ll}) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Requirement for a DPS

(1) No supply of alcohol may be made under the premises licence—

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or their personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Door Supervisors and Security Staff to be Licensed by the SIA (Only if required)

Where the licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

a) premises where the premises licence authorises plays or films

b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001

Annex 2 – Conditions consistent with the operating schedule

1. The licence holder will ensure that the premises benefit from a CCTV system that operates at all times when open to the public.
2. The system will incorporate a camera covering each of the entrance doors and the main alcohol display area and will be capable of providing an image which is regarded as identification standard. The precise positions of the cameras will be agreed with the police
3. The system will incorporate a recording facility and any recording will be retained and stored in a suitable and secure manner for a minimum of 31 days and will be made available to the police or relevant licensing authority on request.
4. The system must be able to export recorded images to a removable means e.g. CD/DVD and have its own software enabled to allow playback/review.
5. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises are open to the public.
6. The system will display, on any recording, the correct time and date of the recording.
7. All cashiers shall be instructed to record in an incident book/register:
 - All incidents of crime and disorder occurring at the premises;
 - Details of occasions when the police are called to the premises
 - This book/register will be available for inspection by a police officer on request.
8. There shall be no sale of single cans of beer, lager or cider from the premises and no single bottles of beer, lager or cider in vessels of less than 500ml or more than 1500ml.
9. There will be no sale/supply of beers, ales, lagers or ciders with an ABV content of 6% or above.
10. There shall be no self service of spirits on the premises, save for spirit mixtures.
11. The premises licence holder will at all times maintain adequate levels of staff and security. Such staff and security levels will be disclosed upon request to the police and licensing authority
12. Signage will be displayed at the exit of the premises requesting the customers leaving the premises late at night to do so quietly and with consideration so as not to disturb nearby residents.

13. An age verification policy with a minimum challenge age of 25 will be upheld.

14. All staff engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age related sales 1) Induction training which must be completed and documented prior to the sale of alcohol 2) Refresher/reinforcement training at intervals at no more than six months. Training records shall be made available to police or relevant authority upon request.

15. All cashiers shall be trained to record refusals of sales of alcohol in a refusals register. The register will contain:

- Details of the time and date the refusal was made
- The name of the staff member refusing the sale
- Details of the alcohol the person attempted to purchase.
- This register will be available to a police officer or relevant authority upon request.

16. All sales till shall prompt the cashier making a sale of alcohol to verify that the customer is aged 18 or over

17. Outside of permitted hours for the sale of alcohol, all alcohol within the trading area (this does not apply to the display behind the cashier counter) is to be secured behind locked shutters/screens/grills or secured behind locked cabinet doors.

18. When SIA staff employed a register/log containing the names, dates and times of duty of security staff and any incidents that occur shall be kept and made available to the police or licensing authority.

Football event condition

19 On major football event days at Wembley Stadium (this is not intended to include evening England home international fixtures) the following shall apply:

- No sale of beer lager or cider in glass containers to be undertaken during this period
- No more than four cans of beer lager or cider to be sold to an individual
- A sign will be displayed at the point of sale notifying customers of the street drinking ban
- The licence holder to be prepared to cease the sale of all alcohol should it be requested to do so by a police officer
- The sale of all alcohol to cease one hour before the scheduled kick off and not recommence until 15 minutes after the start of the game
- The licence holder will work in close liaison with the police licensing officer and the match day commander on major football event days
- SIA staff to be employed
- A personal licence holder to be on duty throughout the hours of alcohol sales

Other events

20 The licence holder will work in close liaison with the police licensing officer on days when other events are taking place at Wembley Stadium or within the Wembley Park estate footprint that police may see as a potential risk

Annex 3 – Conditions attached after a hearing by the licensing authority

Annex 4 – Plans

See attached

NOTES

REFERENCES

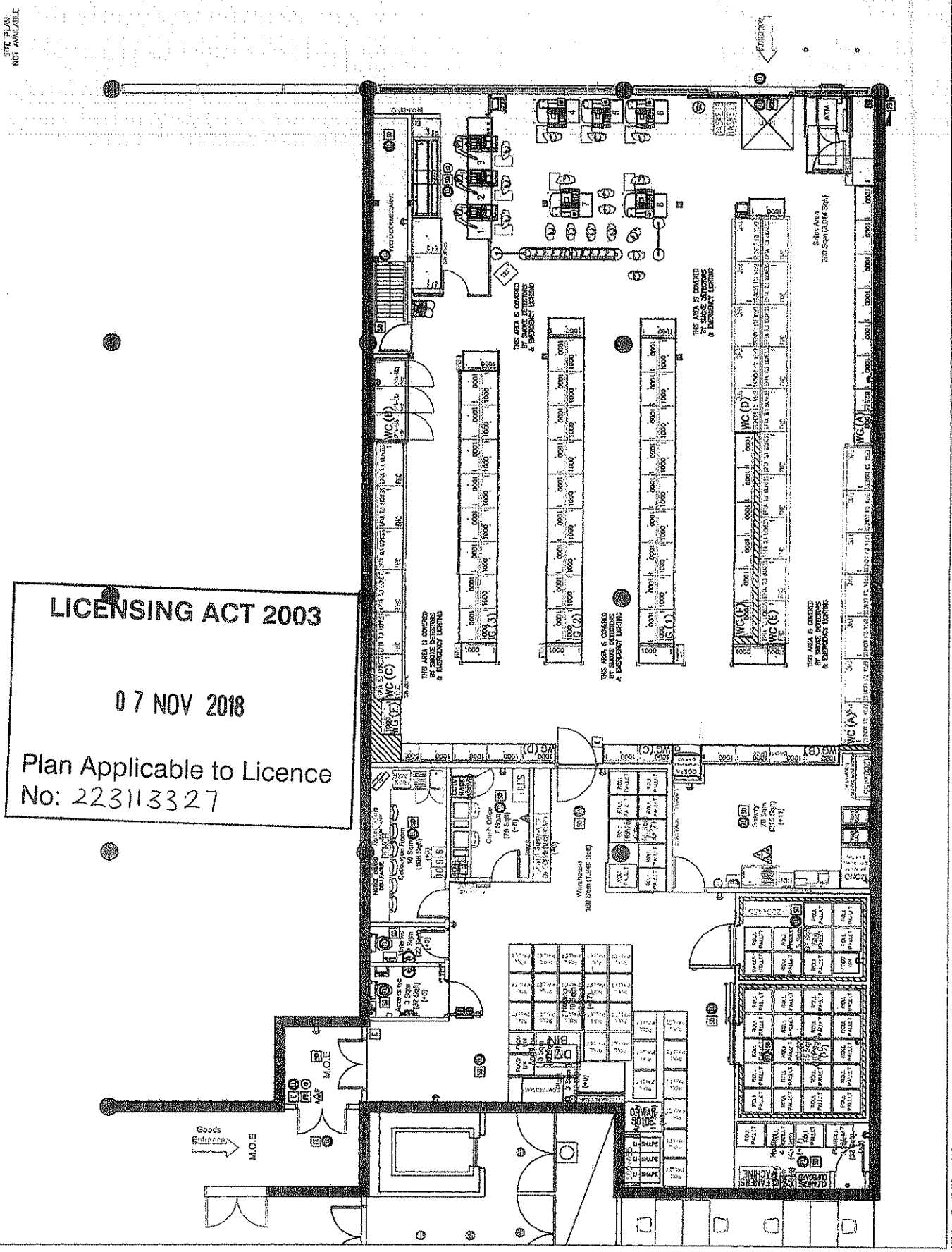
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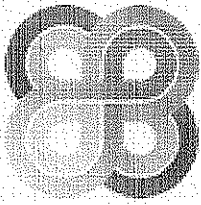
PROPOSED
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STORE PLAN

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Sainsbury's

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London Borough of Brent Premises Licence Summary

Part B

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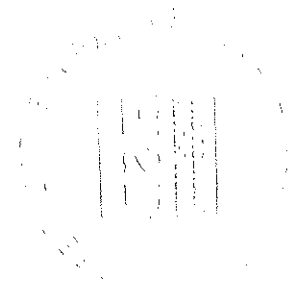
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For consumption off the premises

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**Sainsbury's Supermarkets Ltd
33 Holborn, London, EC1N 2HT**
[REDACTED]

Registered number of holder, for example company number, charity number (where applicable)

[REDACTED]

Name of designated premises supervisor where the premises licence authorises the supply of alcohol

Sandipkumar Pravinchandra Chokshi

State whether access to the premises by children is restricted or prohibited

