



Planning, Transportation & Licensing  
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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 February 2009  
Current issue date: 27 April 2019

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Authorised signatory

Premises licence number: 464011

#### Part 1 – premises details

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

**North Wembley News  
129 East Lane, Wembley, Brent, HA9 7PB**

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)**

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	06:00	00:00
Tuesday	06:00	00:00
Wednesday	06:00	00:00
Thursday	06:00	00:00
Friday	06:00	01:00
Saturday	06:00	01:00
Sunday	06:00	00:00

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	06:00	00:00
Tuesday	06:00	00:00
Wednesday	06:00	00:00
Thursday	06:00	00:00
Friday	06:00	01:00
Saturday	06:00	01:00
Sunday	06:00	00:00

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

**VNG Retails Limited**  
**129 East Lane, Wembley, Brent, HA9 7PB**  
[REDACTED]

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

**09830899**

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

**Namasivayam Thirumal**  
[REDACTED]

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: [REDACTED]  
Issuing authority: [REDACTED]

## Annex 1 – Mandatory conditions

### No Irresponsible Drinks Promotions

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

1. (a) games or other activities which require or encourage,

or are designed to require or encourage, individuals to— (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or (ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

### Free Water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

### 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.

### Small Measures to be Available

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available

### 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|| 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|| 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)—valued added tax|| 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||) would be different from the permitted price on the next day (—the second day||) 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 (when 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

#### **Film Classification When required**

(i) The admission of children to the exhibition of any film must be restricted in accordance with the recommendation of the designated film classification body unless section (ii) applies.

(ii) Where the licensing authority notifies the holder of the licence that this subsection applies the admission of children must be restricted in accordance with any recommendation made by the licensing authority.

In this section-

"children" means persons aged under 18; and

"film classification body" means the person or persons designated as the authority

under section 4 of the Video Recordings Act 1984 (c. 39) (authority to determine suitability of video works for classification).

#### **Annex 2 – Conditions consistent with the operating schedule**

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 licensing officers if requested.

2 A CCTV camera shall be installed to cover the entrance of the premises made available to police and licensing officers if requested.

3 A sign stating "No proof of age, No sale" shall be displayed at the point of sale.

4 A "Challenge 21" policy shall be adopted and adhered to.

5 A refusal book shall be kept and maintained.

6 Promotions that encourage irresponsible drinking shall not be permitted.

- 7 No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked with the exception of premium beers.
- 8 "Raid Control" crime prevention measures shall be installed and all staff given suitable training.
- 9 The licensee shall keep an incident book which shall be made available to the Police and Licensing Authority.
- 10 Signs alerting customers to theft shall be displayed.
- 11 A clear and unobstructed view into the premises shall be maintained at all times.
- 12 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.
- 13 Suitable intruder alarm complete with panic button shall be fitted and maintained.
- 14 A personal licence holder fluent in English shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.
- 15 On major event days at Wembley Stadium the following shall apply:
  - Customers shall not be allowed to congregate outside the premises.
  - The DPS shall work in partnership with the Police and if necessary comply with any direction given by the most senior Police Officer on duty at the event.
  - No alcohol or "alcopop" type drinks shall be displayed or sold in glass containers with the exception of wines and spirits.
- 16 All furniture and soft furnishings shall comply with relevant fire safety standards.
- 17 A fire detection and warning system together with suitable and sufficient fire extinguishers shall be installed and maintained.
- 18 Suitable and sufficient fire fighting equipment shall be installed and properly maintained.
- 19 All deliveries shall take place during the normal working day (i.e. 09:0 to 18:00 daily).
- 20 Advertising, security and access lighting shall be designed, installed and maintained so as not to cause a nuisance to nearby properties.
- 21 Adequate illumination shall be provided and maintained to the external areas of the premises.
- 22 Suitable receptacles for rubbish shall be made available outside the premises for customers to use and they shall be emptied regularly to prevent overflow or odours.
- 23 The licensee shall ensure all public areas within 10 metres of the premises are cleared of litter arising from the premises daily.

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

### **Annex 4 – Plans**

See attached