

Licensing Sub-Committee

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Licensing Sub-Committee

Section 1 - Licensing Officers Report



LICENSING SUB-COMMITTEE

REPORT

11 May 2012

Subject Heading:

Premises licence application for
Smart, 8 North Street, Romford, RM1 1BH

Report Author and contact details:

Paul Campbell – Licensing Officer
01708 432777
licensing@havering.gov.uk

This application for a premises licence is made by Smart Shan Ltd under section 17 of the Licensing Act 2003. The application was received by Havering's Licensing Authority on 19th March 2012.

Geographical description of the area and description of the building

The premises are a single unit end of terrace shop with the public area on the ground floor and living accommodation or offices above.

The premises are situated in the centre of Romford and are located on the east side of North Street about 40 metres north of the junction with the Market Place.

The premises are situated inside the Romford Ring Road and falls within Havering's saturation area for Romford.

Most of the neighbouring premises are shops or businesses on the ground floor with residential properties above. There are residential flats 30 metres to the north on the opposite side of the road and new flats are being built next to this block.

Within 200 metres of the shop there are 15 premises which offer alcohol for off sales, 9 pubs or bars and a large number of restaurants that offer alcohol with meals.

A map of the area is attached to assist the committee.

Details of the application

Supply of Alcohol – Off supplies only		
Monday to Sunday	06.00hrs	23.00hrs

Seasonal variations & Non-standard timings

There are no seasonal variations or non-standard timings applied for in this application.

Comments and observations on the application

The applicant acted in accordance with premises licence regulations 25 and 26 relating to the advertising of the application. The required newspaper advertisement was installed in the Yellow Advertiser on Wednesday 28th October 2012.

Summary

There were two valid representations against this application from interested parties.

There were seven representations supporting this application.

There was one representation against this application from responsible authorities.

Details of representations

Valid representations may only address the following licensing objectives:

The prevention of crime and disorder
The prevention of public nuisance
The protection of children from harm
Public safety

Interested parties' representations

The representations from interested parties address at least one of the licensing objectives and mention that the premises is within the area covered by Havering's saturation policy.

The seven letters in support of the application are all the same letter with different people entering their own name and address at the bottom. One of these letters has the same address as the premises making the application.

Responsible Authorities' representations

The Metropolitan police have outlined a number of points that they wish the sub-committee to consider.

There were no representations from the following responsible authorities:

Public Health
The London Fire and Emergency Planning Authority
The Health & Safety Enforcing Authority
The Trading Standards Service
Planning Control & Enforcement
Children & Families Service

Licensing Sub-Committee

Appendix 1 - Copy of the Application

11508

**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I/We SMART SHAN LTD

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description 8 NORTH STREET, ROMFORD, ESSEX. RM1 1BH			
Post town	ROMFORD	Post code	RM1 1BH

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£14000

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as
Please tick yes

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)

- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over					<input type="checkbox"/> Please tick yes
Current postal address if different from premises address					
Post Town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Miss	<input type="checkbox"/> Ms	Other Title (for example, Rev)	
Surname			First names		

I am 18 years old or over		<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address			
Post Town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name SMART SHAN LTD
Address 8, NORTH STREET, ROMFORD, ESSEX. RM1 1BH
Registered number (where applicable) 7902797
Description of applicant (for example, partnership, company, unincorporated association etc.) LIMITED COMPANY
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

Day	Month	Year
1	7	01 4 21 0 1 1 2 1

If you wish the licence to be valid only for a limited period, when do you want it to end?

Day	Month	Year
1	1	1 1 1 1 1 1 1 1

Please give a general description of the premises (please read guidance note1)
CONVENIENCE STORE LOCATED IN A GROUND FLOOR RETAIL UNIT WITH STORE
ROOM TO THE REAR.

If 5,000 or more people are expected to attend the premises at any
one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the
Licensing Act 2003)

Provision of regulated entertainment

Please tick yes

- | | |
|--|--------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g)
(if ticking yes, fill in box H) | <input type="checkbox"/> |

Provision of entertainment facilities:

- | | |
|--|--------------------------|
| i) making music (if ticking yes, fill in box I) | <input type="checkbox"/> |
| j) dancing (if ticking yes, fill in box J) | <input type="checkbox"/> |
| k) entertainment of a similar description to that falling within (i) or (j)
(if ticking yes, fill in box K) | <input type="checkbox"/> |

Provision of late night refreshment (if ticking yes, fill in box L)

Supply of alcohol (if ticking yes, fill in box M)

M

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	On the premises	<input type="checkbox"/>			
				Off the premises	<input checked="" type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4) NONE					
Mon	06.00	23.00						
Tue	06.00	23.00						
Wed	06.00	23.00						
Thur	06.00	23.00				Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5) NONE		
Fri	06.00	23.00						
Sat	06.00	23.00						
Sun	06.00	23.00						

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name WILLIESHAN SANTHOS SOMASUNDARAM	
Address 15 BLOOMFIELD CRESCENT, ILFORD, ESSEX. IG2 6DR	
Postcode	IG2 6DRI
Personal Licence number (if known) PO1853	
Issuing licensing authority (if known) LONDON BOROUGH OF REDBRIDGE	

N

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8)

NONE

O

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4) NONE
Day	Start	Finish	Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5) NONE
Mon	06.00	04.00	
Tue	06.00	04.00	
Wed	06.00	04.00	
Thur	06.00	04.00	
Fri	06.00	04.00	
Sat	06.00	04.00	
Sun	06.00	04.00	

P Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

WE WILL OPERATE OUR PREMISE IN A RESPONSIBLE MANNER AND ACTIVELY PROMOTE THE LICENSING OBJECTIVES AT ALL TIMES.

b) The prevention of crime and disorder

CCTV COVERING THE INSIDE AND OUTSIDE OF THE PREMISE (INCLUDING THE SIDE ALLEY AND REAR OF THE PREMISE) HAS BEEN INSTALLED, IS CAPABLE OF TAKING A HEAD AND SHOULDERS SHOT OF PERSONS ENTERING THE SHOP AND OF STORING IMAGES FOR AT LEAST 31 DAYS. A MEMBER OF STAFF CAPABLE OF DOWNLOADING IMAGES FOR THE POLICE OR AUTHORISED COUNCIL OFFICERS SHALL BE ON DUTY AT ALL TIMES THE PREMISES ARE OPEN TO THE PUBLIC.

NOTICES WILL BE PROMINENTLY DISPLAYED AT THE ENTRY AND POINT OF SALE STATING THAT CCTV IS IN USE, CHALLENGE 25 IS OPERATED AND THE PROVISIONS OF THE LICENSING ACT REGARDING UNDERAGE AND PROXY PURCHASES AND SALES.

ALL STAFF WILL BE TRAINED FOR THEIR ROLE ON INDUCTION AND AT REGULAR INTERVALS OF SIX MONTHS THEREAFTER. TRAINING WILL INCLUDE IDENTIFYING PERSONS UNDER 25, MAKING A CHALLENGE, ACCEPTABLE PROOF OF AGE, MAKING AND RECORDING A REFUSAL, AVOIDING CONFLICT AND RESPONSIBLE ALCOHOL RETAILING. WRITTEN TRAINING RECORDS WILL BE KEPT.

THE PREMISES WILL ACTIVELY ENGAGE WITH AND WORK WITH THE POLICE SAFER NEIGHBOURHOOD TEAM.

A PERSONAL LICENCE HOLDER SHALL BE ON DUTY AFTER 18.00 DAILY THURSDAY TO SUNDAY.

A MINIMUM OF TWO STAFF SHALL BE ON DUTY AT ALL TIMES THAT ALCOHOL IS AVAILABLE FOR SALE.

A NOTICE WILL BE PROMINENTLY DISPLAYED BY THE FRONT DOORS ADVISING CUSTOMERS THAT THEY ARE IN AN AREA SUBJECT TO A DESIGNATED PUBLIC PLACE ORDER AND SHOULD NOT DRINK IN THE STREET AND MUST SURRENDER ANY OPEN ALCOHOLIC DRINK TO A POLICE OFFICER ON DEMAND OR FACE ARREST AND A FINE ON CONVICTION.

c) Public safety

A FIRE RISK ASSESSMENT AND EMERGENCY PLAN WILL BE PREPARED AND REGULARLY REVIEWED.

d) The prevention of public nuisance

NOTICES WILL BE DISPLAYED ASKING CUSTOMERS TO RESPECT NEARBY RESIDENTS AND TO LEAVE QUIETLY, NOT TO LOITER OUTSIDE THE SHOP AND NOT TO DRINK IN THE STREET AS THEY ARE WITHIN AN AREA SUBJECT TO A DESIGNATED PUBLIC PLACES ORDER
 THE SHOP FRONT WILL BE KEPT TIDY AT ALL TIMES AND SHALL BE SWEEPED AT CLOSE.
 A LITTER BIN SHALL BE PROVIDED FOR CUSTOMERS RUBBISH.
 NO DELIVERIES WILL BE RECEIVED OR REMOVALS OF RUBBISH TAKE PLACE BETWEEN 21.00 AND 07.00.

e) The protection of children from harm

THE CHALLENGE 25 PROOF OF AGE POLICY WILL BE OPERATED AND ONLY A PHOTOGRAPHIC DRIVING LICENCE OR VALID PASSPORT ACCEPTED AS PROOF OF AGE. A WRITTEN REFUSALS RECORD WILL BE KEPT. NOTICES WILL BE PROMINENTLY DISPLAYED AT THE ENTRY AND AT THE POINT OF SALE STATING THAT CHALLENGE 25 IS IN USE AND THE PROVISIONS OF THE LICENSING ACT REGARDING UNDERAGE AND PROXY PURCHASES AND SALES.
 ALL STAFF WILL BE TRAINED FOR THEIR ROLE ON INDUCTION AND AT REGULAR INTERVALS OF SIX MONTHS THEREAFTER. TRAINING WILL INCLUDE IDENTIFYING PERSONS UNDER 25, MAKING A CHALLENGE, ACCEPTABLE PROOF OF AGE, MAKING AND RECORDING A REFUSAL, AVOIDING CONFLICT AND RESPONSIBLE ALCOHOL RETAILING WRITTEN TRAINING RECORDS WILL BE KEPT.
 NO UNACCOMPANIED CHILDREN WILL BE ALLOWED IN THE SHOP AFTER 21.00.

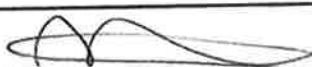
Please tick yes

- I have made or enclosed payment of the fee
- I have enclosed the plan of the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I have enclosed the consent form completed by the individual I wish to be premises supervisor, if applicable
- I understand that I must now advertise my application
- I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

Signature	
Date	18/13/2012
Capacity	AUTHORISED LICENSING CONSULTANTS

For joint applications signature of 2nd applicant or 2^{no} applicant's solicitor or other authorised agent. (please read guidance note 12). If signing on behalf of the applicant please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)

GT LICENSING CONSULTANTS,
316 DAGENHAM ROAD,
ROMFORD,
ESSEX.
RM7 0TB

Post town	ROMFORD	Post code	RM7 0TB
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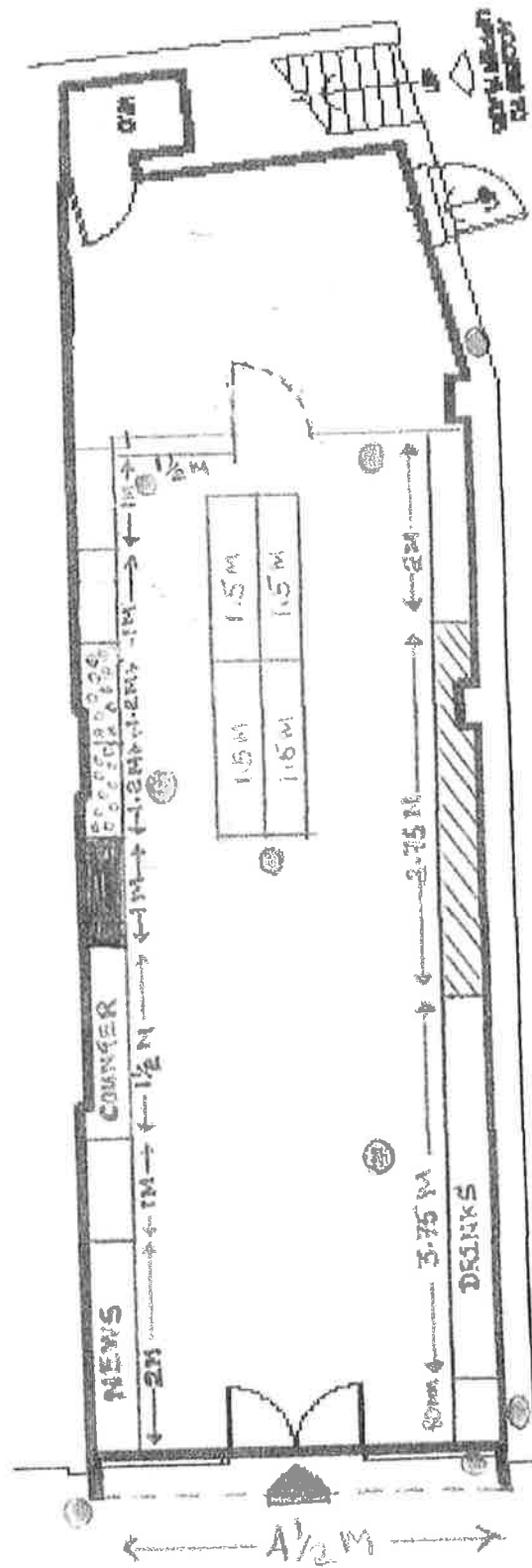
Telephone number (if any)	07810 826778
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




If you would prefer us to correspond with you by e-mail your e-mail address (optional)
gtlicensingconsultants@googlemail.com

Notes for Guidance

1. Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate. Indoors may include a tent.
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
7. If you wish people to be able to consume alcohol on the premises please tick on, if you wish people to be able to purchase alcohol to consume away from the premises please tick off. If you wish people to be able to do both please tick both.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups, the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.

GROUND FLOOR PLAN



-  DEER
-  SPEERS
-  COINES
-  CAMERS
-  FIRE EXIT

Search... 48 & 49 / 56

publish in the North east London area.

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Pages
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£10,000-£25,500 pa

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Archive
 Working shifts according to roster plus
 annual sleep-in shifts

Support Worker (pt.) Grade RSW
£7,000-£9,984 pa

Working shifts according to roster plus
 annual sleep-in shifts

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 the jobs page of our website
 for more information. Please note that
 meet the essential requirements listed will
 not be shortlisted.

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 or via email nadia@maisonmoti.co.uk

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per minute from a BT Landline. Other networks may vary, calls from a mobile could be
 significantly higher. Text BARGAIN to 0905 624 0595 to a maximum of 150 characters and send to 83143.
 Texts cost £1.72 plus standard network rates. If you do not want to receive details on any other products or
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 available edition. We do not accept bargain ads under £100 by text, post or in person.

BARGAIN ADS OVER £100

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Minimum charge £9.00 • 9.00am-5.00pm

By phone

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 Classified: **01268 503 430**
 Monday-Thursday 9.00-5.30
 Friday 9.00-5.00
 Calls may be monitored

Public Notices

Notice of Application for a New Premises Licence
 Under Section 17 of the Licensing Act 2003

Notice is hereby given that Smart Shan Ltd have applied to the London Borough of Havering for a new premises licence for Smart, 8 North Street, Romford, Essex RM1 1BH as follows: to permit the sale of alcohol for consumption off the premises from 06.00 until 23.00 all week. The address of the Licensing Authority where the register is kept and the application may be inspected during normal office hours is Licensing Section, Housing & Public Protection, London Borough of Havering, Mercury Gardens, Romford, Essex RM1 3SL on the council's website. Any representations by an interested party or responsible authority must be received in writing by the licensing authority by 16th April 2012 stating the nature and grounds for making such representation. It is an offence under section 158 of the Licensing Act 2003 to knowingly or recklessly make a false statement in connection with an application. The maximum fine on summary conviction for this offence is £5000.

G T Licensing Consultants

Tel: 07810 826 778

Em: gtlicensingconsultants@googlemail.com

COMMERCIAL VEHICLES OPERATING LICENCE

Mr Sam Osei trading as Jen Exports, of Sams

**Accountancy/
Book-keeping**

CHARTERED ACCOUNTANT
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 Accounts + VAT
 Visits - Fast Service
LOW FEES
020 8220 0910

Bargain Buys

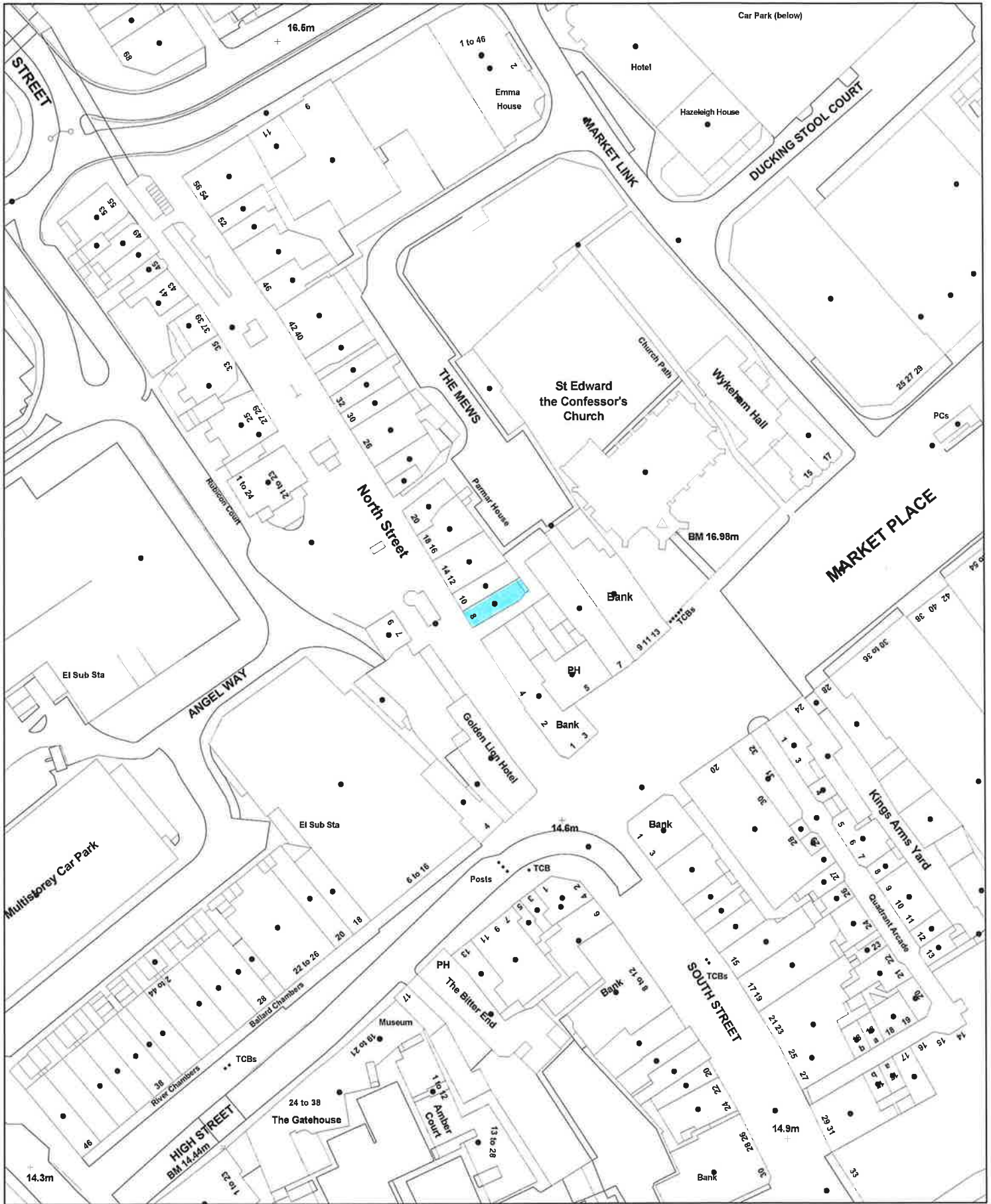
FOOTBALL PROGRAMMES WANTED

Local collector seeks especially pre 1970 items, Finals, European, England, Snuire Arsenal West

POND PRE KIDNEY SH 63cm deep. used to temp Was £200 BOOKCASE d31cm. Three top, 2 doors inside £100. ERGOL LIG STAMPING 1 w...

Licensing Sub-Committee

Appendix 2 - Map of local area



Smart

Map Reference: TQ5188NW

Scale @ A4 1:1250
 Date: 20/03/2012

Scale
 0 10 20 30 40 50 m

London Borough of Havering
 Town Hall, Main Road
 Romford, RM1 3BD
 Tel: 01708 434343

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Licensing Sub-Committee

Appendix 3 - Representations

From: Councillor Andrew Curtin
Sent: 28 March 2012 09:39
To: Paul Campbell
Subject: Appn. No. 11508.

Categories: sub committee

Dear Paul,

I wish to object to the above application at "Smart" in North Street, Romford.

The site is in the area covered by the Saturation Policy in the town, and I suggest that this application is not exceptional and so the policy should not be broken.

The application is for the whole site to be licensed. I suggest that the application would add to problems with the dispersal of revellers from Romford town centre after a night out by giving another place to stop and buy alcohol and stop the rapid dispersion of people home. The application is therefore likely to contribute to crime and disorder in the town.

The application is in an increasingly residential area, and the application, resulting in people visiting the site for alcohol, would be likely to add to the disturbance which residents experience in this area.

I note that the application refers to the "Challenge 25" scheme, but surely it is not envisaged that younger people will be patronising it late at night.

I understand that the owners of this site have already installed an unauthorised new shop front at this property in Romford Conservation Area. As they have not acted properly in this respect, I question how they will act properly in relation to any conditions on a licensing application here.

It seems to me that this is not an exceptional application, and so the Council's Saturation Policy for this area should not be broken.

Yours sincerely,

Cllr. Andrew Curtin.
Romford Town Ward Councillor.

From: Licensing
Sent: 10 April 2012 09:04
To: Paul Campbell
Subject: FW: 11508 - SMART, 8 North Street

Categories: sub committee

From: CouncillorFrederick Thompson
Sent: 02 April 2012 16:21
To: Licensing
Subject: FW: 11508 - SMART, 8 North Street

Sorry, I forgot to include the departmental email address.

Regards,

Cllr. Frederick Thompson
Tel: 01708 747993
Cell: 07895 096 765

From: CouncillorFrederick Thompson
Sent: 02 April 2012 16:19
To: Paul Campbell
Subject: RE: 11508 - SMART, 8 North Street

7a Balgores Crescent,
Romford,
Essex, RM2 6AB

Dear Licensing Officers,

With reference to the application for a premises licence for Smart Shan Ltd of 8 North Street Romford to sell alcohol Monday to Sunday 06.00 to 23.00 I wish to object. Romford Town Centre already has too many licensed premises as stated in Havering's Alcohol Saturation Zone Policy but I wish to object on the grounds of public safety because its proposed hours facilitate the objectionable habit called pre-loading where visitors to nightclubs buy and consume usually high strength alcohol prior to entering aforesaid nightclubs to avoid buying what would usually be a lot dearer unit for unit. If not drunk on the street it may still be hidden and later consumed on Club or Bar Premises. Besides the obvious dangers of quick inebriation it damages public safety through health effects.

I further object on the basis of public nuisance. I feel that this outlet may well facilitate street drinking despite the Town Centre being a controlled zone as this store is sited within the less frequented part of the central area stretching the number of places the police have to concentrate on and allowing people in the act of drinking despite the prohibition to hide in the nearby alley and private car park as well as other local "dead zone" areas not readily observable because they are off the main street axis.

The police are already overstretched late at night in Romford and Hornchurch Town Centres and I fear that this lessens the necessary protection of children from harm as under 18 year old teenagers will be more able to pressure passing adults into making illegal purchases for them because of the fact that the store accesses directly to a wide area, with various routes away, as mentioned above, difficult to police. I am also worried by the store layout which despite the camera points may facilitate shoplifters arranging distractions to facilitate a getaway.

Regards,

Cllr. Frederick Thompson

Tel: 01708 747 993

Cell: 07895 096 765

The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
Dear Sir / Madam,

Smart News, 8 North Street, Romford, Essex. RM1 1BH

I am writing in support of the application by Smart Shan Ltd for a new Premises Licence for Smart News, 8 North Street, Romford. I use the shop on a regular basis and the owners are friendly, helpful and experienced. The shop is clean and tidy and there is a good CCTV system fitted which is a positive asset in this day and age especially in the Town Centre. From talking to the owner and staff I understand they are experienced having previously run a convenience store and off licence in Romford Town Centre. The area is fairly well policed being near the Market Place and it is good to see that Smart News does not attract groups of young people hanging around outside and the fear of intimidation that can bring.

I am pleased to see that the hours requested for the sale of alcohol are not excessive and consider that the owners have taken a sensible decision not to ask to sell alcohol past 11.00 pm. This will achieve the balance of enabling local residents to use the facilities offered by this shop while not allowing the people visiting the Town Centre to drink in the pubs and night clubs to buy alcohol on their way home or to drink in the street late at night. It is good to see that the owners have said they will display notices advising customers of the Designated Public Places Order and that they must not drink in the street.

There are times that I would like to be able to buy a bottle of wine or some beers rather than have to go to Sainsbury's in The Brewery, it would be more convenient for example than having to join their queues. Having a Licence would enable Smart News to have the ability to meet this need.

The owners do not sell cigarettes to young persons and will not do so with alcohol, the CCTV is a good feature as I consider this will help deter youngsters. In my view there will be no problems with the associated anti social behaviour often associated with young people loitering outside shops. The owners keep their shop front tidy and as adults will take their purchases home including alcohol there will be no litter problems from Smart News.

This is the only shop for the nearby flats and those being built in this end of North Street during the evening and I consider this should be taken into account. I do not consider that allowing Smart News to sell alcohol will undermine the Licensing Objectives or add to the cumulative impact of licensed premises given the hours requested and the measures the owners are taking. I believe they will uphold the law and promote the Licensing Objectives.

I urge the Council to grant the Licence to Smart News.

Name: Steve

Address: 8 NORTH STREET ROMFORD.

Yours faithfully



The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
Dear Sir / Madam,

Smart News, 8 North Street, Romford, Essex. RM1 1BH

I am writing in support of the application by Smart Shan Ltd for a new Premises Licence for Smart News, 8 North Street, Romford. I use the shop on a regular basis and the owners are friendly, helpful and experienced. The shop is clean and tidy and there is a good CCTV system fitted which is a positive asset in this day and age especially in the Town Centre. From talking to the owner and staff I understand they are experienced having previously run a convenience store and off licence in Romford Town Centre. The area is fairly well policed being near the Market Place and it is good to see that Smart News does not attract groups of young people hanging around outside and the fear of intimidation that can bring.

I am pleased to see that the hours requested for the sale of alcohol are not excessive and consider that the owners have taken a sensible decision not to ask to sell alcohol past 11.00 pm. This will achieve the balance of enabling local residents to use the facilities offered by this shop while not allowing the people visiting the Town Centre to drink in the pubs and night clubs to buy alcohol on their way home or to drink in the street late at night. It is good to see that the owners have said they will display notices advising customers of the Designated Public Places Order and that they must not drink in the street.

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The owners do not sell cigarettes to young persons and will not do so with alcohol, the CCTV is a good feature as I consider this will help deter youngsters. In my view there will be no problems with the associated anti social behaviour often associated with young people loitering outside shops. The owners keep their shop front tidy and as adults will take their purchases home including alcohol there will be no litter problems from Smart News.

This is the only shop for the nearby flats and those being built in this end of North Street during the evening and I consider this should be taken into account. I do not consider that allowing Smart News to sell alcohol will undermine the Licensing Objectives or add to the cumulative impact of licensed premises given the hours requested and the measures the owners are taking. I believe they will uphold the law and promote the Licensing Objectives.

I urge the Council to grant the Licence to Smart News.

Name: *Charlie*

Address: *142 South Street Romford*

Yours faithfully



The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
Dear Sir / Madam,

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I urge the Council to grant the Licence to Smart News.

Name: CRAIG WILLIAMS

Address: 68 North Street Romford

Yours faithfully

CW

The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
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I urge the Council to grant the Licence to Smart News.

Name: LORA McCarthy
Address: 10A NORTH STREET. Romford

Yours faithfully


The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
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I urge the Council to grant the Licence to Smart News.

Name: SHARMIN AKTHER
Address: 96 South Street, Romford

Yours faithfully



The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL
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I urge the Council to grant the Licence to Smart News.

Name: P. Kamm

Address: 151 South Street

Yours faithfully RM1 1PL



The Licensing Officer,
London Borough of Havering,
Mercury House,
Mercury Gardens,
Romford
RM1 3SL

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I urge the Council to grant the Licence to Smart News.

Yours faithfully


09.04.2012

34 A London Road
Romford
Kazi Mohammed Shah Alam

Licensing Sub-Committee

Appendix 4 - Representations from Responsible Authorities



Working together for a safer London

**Licensing Authority
London Borough Havering
Mercury House, Mercury Gardens
Romford
RM1 3SL**

PC 118 KD David Fern
Romford Police Station
19 Main Road
Romford,
Essex
RM1 3BJ

Telephone: 01708 432781
Email:
David-
anthony.fern@met.police.uk
Date: 28th March 2012

The Police wish to make a representation **against** the application for a new premises licence for **SMART SHAM LTD, 8 North Street, RM1**

- The premises falls within the saturation area of the town centre and full details of the policy can be found on the London Borough of Havering website.
- Police feel that the application should be refused on the grounds of saturation and cumulative impact, allowing this application would not promote the licensing objectives. Namely the Prevention of crime and disorder, public nuisance.
- **This application is far from exceptional**; it does not provide anything different for the town centre or offer a service or concept that is not already available, neither does it replace licensed premises which closed.

Supporting grounds of saturation

The following off licence premises are all located within close proximity, estimated distances; less than 500M, many are less than 250 metres from the proposed store.

Key News and Food - SOUTH STREET
Am and Pm - SOUTH STREET
Sainsburys - THE BREWERY
Londis - SOUTH STREET
Lidl - ATLANTA BOULEVARD
Maxim Food stores - VICTORIA Road
Afforda - SOUTH STREET
J and B convenience - SOUTH STREET
Romford Mini Mart - SOUTH STREET
The Russian shop -HIGH STREET
Strumbras VICTORIA ROAD
Marks and Spencer SOUTH STREET
Debenhams MARKET PLACE

Iceland MARKET PLACE
Asda LIBERTY MALL

The London Borough of Havering is amongst the highest areas within the Metropolitan Police for alcohol fuelled violence.

- Off licences play a key role in fuelling the availability of alcohol and often are cheaper than pubs and bars. There is a term in policing referred to as pre loading. This is where a person consumes alcohol prior to attending licensed premises, so the full effects of the alcohol consumed as probably not been felt by that person yet. There is such a strong link between price and consumption.
- The town centre experiences several issues on pre loading, off licences that sell within the ring road do so with the condition that the alcohol is not consumed in the streets within the ring road.
- This is often disregarded by the person who purchases the item and is consumed within proximity of the off licence. Many subjects then remain in the town centre afterwards.

Police are tasked to deal with such issues; they have powers to remove the alcohol and any open or sealed containers, if they believe that it will be consumed or is being consumed within the designated area of the alcohol controlled zone.

Designated area

The Criminal Justice and Police Act 2001 contains provisions specifically designed to address the problems of alcohol related disorder. Sections 12-16 of the Act allow local authorities to adopt powers to designate areas which have known nuisance, annoyance to the public, or disorder associated with the consumption of alcohol.

Designated Drinking Areas are an effective tool to tackle the problems associated with the anti-social consumption of alcohol in public places. This incorporates the under-age consumption of alcohol, the negative image that street drinking projects to the community and the frequently resulting social nuisance which impacts on others quality of life.

- Alcohol confiscation is a direct result of off licence sales. Many premises are often totally unaware of the effects they create. These issues are a constant task for police officers.
- Drinks promotions and special offers are often deemed irresponsible sales by the police given the issues this town centre faces. The availability of cheap alcohol does not promote the licensing objective under the prevention of crime and disorder and public nuisance.
- The bars and clubs in the town centre have collectively introduced minimum pricing and have maintained level prices with competitors to assist in combating crime and disorder, public nuisance.

The saturation zone within the town centre is the designated area.

Police spend a lot of their time dealing with such matters in an attempt to prevent further crime and disorder and public nuisance, this is an on going problem.

There is evidence to suggest that customers from off licences contribute to the global difficulties within the town centre.

This area suffers from a series of difficulties that have arisen from a concentration of licensed premises in the town centre. The cumulative effect is violence on and off premises, theft, robbery, noise and nuisance, large gatherings of people, littering, fouling and a deteriorating public realm.

There is not a single operator who is to blame but together they cumulatively impact on the town centre.

The licensing objective the Prevention of Crime and disorder, police officers are at a constant battle to combat crime and disorder within the town centre.

Section 27 of the Violent Crime Reduction Act 2006 introduced a power for a constable in uniform to issue a direction to leave a locality to an individual aged at least 16 who is in a public place and who presents a risk of alcohol related crime or disorder.

Section 27 notices can effectively target people drinking out in the streets, thus preventing later drunkenness and disorder in venues.

Disorder, Public safety, Protection of children from Harm.

Police deal robustly with disorder in the town centre and used fixed penalty notices for public order offences, including urination in the streets. Many of these offences are due to alcohol fuelled youngsters under the age of 25. The town centre is policed by a dedicated team with local knowledge and up to date intelligence.

The town centre does have a high ratio of licensed premises, within the saturation zone.

Other schemes implemented to assist in promotion of the licensing objectives.

In Partnership with the local authority the town centre operates a Banned from One, Banned from all schemes. Anyone who is involved in alcohol fuelled violence and or disorder within the saturation zone can be put forward to be banned under this scheme, a banning notice can be for up to 5 years.

Within the last 12 months 279 banning notices have been issued.

The local authority and police work hard to promote the licensing objectives in the town centre. This is fully supported by partnership work of the venues and operators in the saturation zone.

My aim is to provide information relating to the problems that we face within the town centre, in order to assist the applicant in providing a better understanding of why the saturation policy was adopted.

The saturation policy along with cumulative impact was designed to assist in

promoting the licensing objectives.

The text below is a quote from the Prime Minister taken from the New Alcohol Strategy as of March 2012.

"Binge drinking isn't some fringe issue, it accounts for half of all alcohol consumed in this country. The crime and violence it causes drains resources in our hospitals, generates mayhem on our streets and spreads fear in our communities. My message is simple. We can't go on like this. We have to tackle the scourge of violence caused by binge drinking. And we have to do it now."

"A real effort to get to grips with the root cause of the problem, and that means coming down hard on cheap alcohol"

I ask the committee not to grant a further licence in the saturation area of the town centre.

- **There are no conditions no matter how strict I could recommend to impose to prevent the issues mentioned in this report.**
- **The fact is we do not need another off licence creating further availability of alcohol.**
- **Cheap alcohol is too readily available in Romford town centre and industry needs, and commercial advantages have too frequently been prioritised over community concerns.**

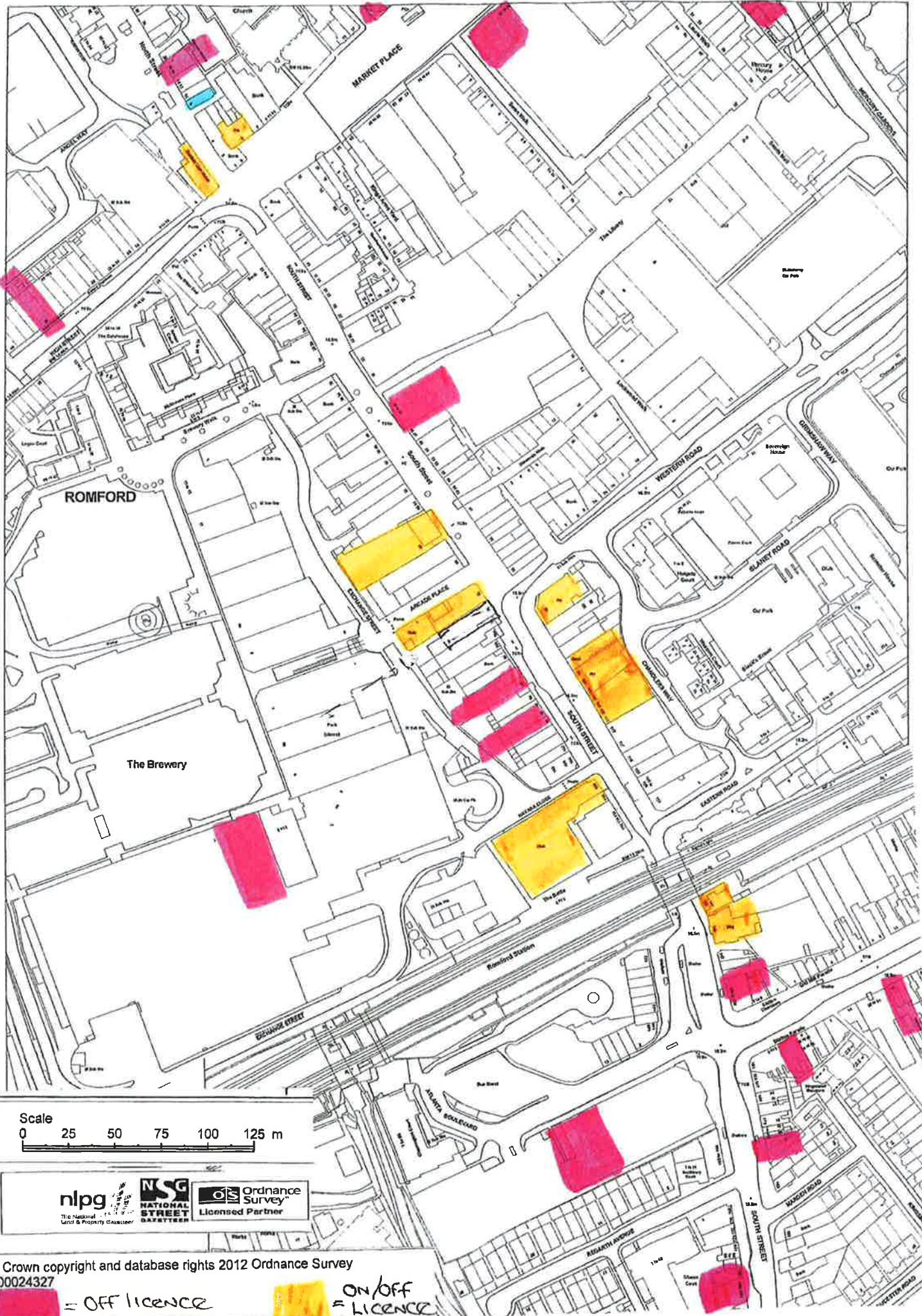
The granting of such a licence will undermine all the preventative work and proactive work that is involved in the town centre.

- **The Metropolitan police could not support this application for a new premises license to serve alcohol in an area identified as being saturated.**

If I can be of any further assistance in this matter please do not hesitate to contact me in the licensing office.

Yours sincerely

PC David Fern
Metropolitan police - Havering
Licensing officer



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  = ON/OFF LICENCE