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# Merton Council

## Licensing Sub-Committee

### Membership

#### Councillors:

Stephen Alambritis MBE

Nick Draper

Oonagh Moulton

A meeting of the Licensing Sub-Committee will be held on:

**Date: 13 April 2022**

**Time: 2.30 pm**

**Venue: This will be a virtual meeting and therefore not held in a physical location**

### Agenda for this meeting

- 1 Appointment of Chair
- 2 Apologies for Absence
- 3 Declarations of Pecuniary Interest
- 4 Helen's Jolly Shop, 70 Gorrington Park Avenue, Mitcham, CR4 2DG 1 - 32

### Note on declarations of interest

Members are advised to declare any Disclosable Pecuniary Interest in any matter to be considered at the meeting. If a pecuniary interest is declared they should withdraw from the meeting room during the whole of the consideration of that matter and must not participate in any vote on that matter. For further advice please speak with the Managing Director, South London Legal Partnership.

This is a public meeting and attendance by the public is encouraged and welcomed. For more information about the agenda and the licensing decision making process contact [democratic.services@merton.gov.uk](mailto:democratic.services@merton.gov.uk) or telephone 020 8545 3357.

Press enquiries: [communications@merton.gov.uk](mailto:communications@merton.gov.uk) or telephone 020 8545 3181

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## **Procedure to be followed at Licensing Hearing**

1. The Chair will welcome all parties and all present will be introduced/introduce themselves
2. The Chair will confirm the sub-committee hearing procedures, a copy of which was included in the notice and agenda packs sent to all parties.
3. The Chair will ask the Legal Adviser to inform those present that the sub-committee had a briefing prior to the hearing to confirm the procedure and for clarification on any aspect of the application.
4. The Chair will ask Legal Adviser to confirm the process for questioning and whether there had been any requests for adjournments.
5. The Chair will ask the Licensing Officer if there are any technical issues they feel should be brought to their attention i.e. withdrawal of objector/agreed conditions (Note: If all objections are withdrawn then the Sub-Committee may go straight to point 14.  
If all conditions are agreed by all parties then the Sub-Committee may go straight to point 14)
6. The Applicant will present their case. Questions can then be asked of the Applicant by the Responsible Authorities, the interested parties and members of the Sub-Committee.
7. The Responsible Authorities will present their case. Questions can then be asked of the Responsible Authorities by the Applicant, the interested parties, and members of the Sub-Committee.
8. Presentation by any interested party. Questions can then be asked of the interested party by the Applicants, the Responsible Authorities and members of the Sub-Committee.
9. The Chair will ask the Licensing Officer for any comments/ clarifications
10. The Chair will ask the Legal Adviser for any comments/clarifications
11. The Chair will invite closing statements by the responsible authorities
12. The Chair will invite closing statements by the interested parties
13. The Chair will invite closing statements by the Applicant
14. The Chair will announce that the Sub-Committee are retiring for private session and that all parties will receive a written decision notice within 5 working days.  
The Legal Officer and Clerk will be invited to also retire
15. In closed session the Sub-Committee will make their decision. They may ask the Legal Officer for advice during this session and this advice will be detailed within the decision notice.

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## Licensing Sub-Committee Report

Subject of hearing: **Helen's Jolly Shop, 70 Gorringe Park Avenue, Mitcham, CR4 2DG**

Date: **13 April 2022**

Time: **2:30 pm**

Venue: **Virtual Meeting**

### **1. Special Policy Area (premises licences and club certificates)**

1.1 The premises are in the special policy area.

### **2. Type of hearing and powers of the sub-committee**

2.1 The sub-committee is required to determine the application by taking such of the steps set out below as it considers necessary for the promotion of the licensing objectives.

2.2 In making their determination the sub-committee must have regard to the Licensing Act 2003, the licensing objectives, guidance issued by the Secretary of State and Merton's Licensing Policy.

2.3 New premises licence: s18

(i) To grant the licence subject to conditions

(ii) To exclude from the scope of the licence any of the licensable activities to which the application relates

(iii) To refuse to specify a person in the licence as the premises supervisor

(iv) To reject the application.

### **3. Hearing papers**

3.1 The applications, notices and representations for determination by the sub-committee are contained in the hearing bundles together with any relevant existing licence. This includes any documents which must be sent to any of the parties to the hearing under Regulation 7(2) and Schedule 3 of The Licensing Act 2003 (Hearings) Regulations 2005. This bundle has been issued to all parties to the hearing.

### **4. Legal advice to the sub-committee**

4.1 A legal officer appointed by the Assistant Director of Corporate Governance and Head of Legal Services will attend the hearing to advise the sub-committee on statutory provision and legal matters.

### **5. Licensing Officer comments**

5.1 This is an application for a new premises licence, for a premises described in the application as a small general store.

5.2 The applicant had originally applied for the supply of alcohol for consumption off the premises, Monday to Sunday from 6.30am to 10pm. This is what was consulted on.

- 5.3 The opening hours are stated in the application as Monday to Sunday 6.30am to 10pm.
- 5.4 We received one representation regarding this application, from Councillor Kirby.
- 5.5 After consultation with the Metropolitan Police, the applicant has agreed to amend their operating schedule and this document is contained in the report.
- 5.6 They have reduced the times for the sale of alcohol for consumption off the premises and are now applying for 9am to 10pm Monday to Sunday.
- 5.7 They have also added conditions to promote the licensing objectives to their operating schedule. Most of what is stated here could be attached as conditions to the licence. The Sub-Committee may choose to form some conditions on the licence from these should they decide to grant the licence.

**For enquiries about this hearing please contact**

Democratic Services  
 Civic Centre  
 London Road  
 Morden  
 SM4 5DX

**Telephone:** 020 8545 3616

**Email:** [democratic.services@merton.gov.uk](mailto:democratic.services@merton.gov.uk)

## Parties to the hearing

This document forms part of the notice of hearing.

The following are parties to the hearing having submitted relevant applications, notices or representations under the statutory provisions indicated:

<b>Applicant</b>	
Sai Ram Trading Ltd	
<b>Statutory Authorities</b>	
None	
<b>Interested Parties</b>	
Councillor Kirby	

**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 SAI RAM TRADING 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 Helen's Jolly Shop 70 Gorrington Park Avenue			
Post town	Mitcham	Postcode	CR4 2DG

Telephone number at premises (if any)	020 8648 1634
Non-domestic rateable value of premises	£4950

**Part 2 - Applicant details**

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

- |  |                                     |                             |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals *                    | <input type="checkbox"/>            | please complete section (A) |
| b) a person other than an individual *               |                                     |                             |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability)   | <input type="checkbox"/>            | please complete section (B) |
| iii as an unincorporated association or              | <input type="checkbox"/>            | please complete section (B) |
| iv other (for example a statutory corporation)       | <input type="checkbox"/>            | please complete section (B) |
| c) a recognised club                                 | <input type="checkbox"/>            | 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 (by ticking yes to one box below):

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)**

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

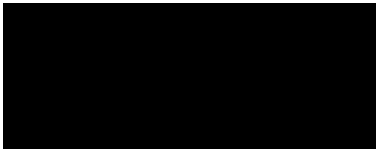

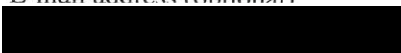
**SECOND INDIVIDUAL APPLICANT (if applicable)**



Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth over		I am 18 years old or		<input type="checkbox"/> Please tick yes	
Nationality					
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 SAI RAM TRADING LTD
Address 
Registered number (where applicable) 13386631
Description of applicant (for example, partnership, company, unincorporated association etc.) Private Limited Company
Telephone number (if any) 
E-mail address (optional) 

When do you want the premises licence to start?

DD	MM	YYYY
1	8	03 2022

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

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)  
**Premises is a small general store which comprises of a sales counter and display shelves**

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 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

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

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

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

**In all cases complete boxes K, L and M**

A

<b>Plays</b> Standard days and timings (please read guidance note 7)			<b><u>Will the performance of a play take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Mon					
Tue			<b><u>State any seasonal variations for performing plays</u></b> (please read guidance note 5)		
Wed					
Thur			<b><u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Fri					
Sat					
Sun					

**B**

<b>Films</b> Standard days and timings (please read guidance note 7)			<b>Will the exhibition of films take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>Please give further details here</b> (please read guidance note 4)	
Mon				
Tue				
Wed			<b>State any seasonal variations for the exhibition of films</b> (please read guidance note 5)	
Thur				
Fri			<b>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</b> (please read guidance note 6)	
Sat				
Sun				

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 7)			<b>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish		
Mon			<u>Please give further details here</u> (please read guidance note 4)	
Tue				
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)	
Thur				
Fri			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 6)	
Sat				
Sun				

**E**

<b>Live music</b> Standard days and timings (please read guidance note 7)			<b><u>Will the performance of live music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue					
Wed			<b><u>State any seasonal variations for the performance of live music</u></b> (please read guidance note 5)		
Thur					
Fri			<b><u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sat					
Sun					



**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 7)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Mon					
Tue			<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 5)		
Wed					
Thur			<b><u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Fri					
Sat					
Sun					

G

<b>Performances of dance</b> Standard days and timings (please read guidance note 7)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Mon					
Tue			<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 5)		
Wed					
Thur			<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Fri					
Sat					
Sun					

# H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<b>Will this entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<b>Please give further details here</b> (please read guidance note 4)		
Wed					
Thur			<b>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</b> (please read guidance note 5)		
Fri					
Sat			<b>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Sun					

I

<b>Late night refreshment</b> Standard days and timings (please read guidance note 7)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input type="checkbox"/>
Day	Start	Finish		
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)	
Tue				
Wed			<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 5)	
Thur				
Fri			<b><u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u></b> (please read guidance note 6)	
Sat				
Sun				

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)		
Mon	0630	2200			
Tue	0630	2200			
Wed	0630	2200			
Thur	0630	2200			
Fri	0630	2200			
Sat	0630	2200			
Sun	0630	2200	<b>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</b> (please read guidance note 6)		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Jeyatharsiny Sivakumar	
Date of birth	[REDACTED]
Address [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) Application to be made	
Issuing licensing authority (if known) Application to be made	

K

**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 9).**

None

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	
Mon	0630	2200	<p><u>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</u> (please read guidance note 6)</p>
Tue	0630	2200	
Wed	0630	2200	
Thur	0630	2200	
Fri	0630	2200	
Sat	0630	2200	
Sun	0630	2200	

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

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

Staff engaged in the sale of alcohol will be trained in respect of their legal and social responsibilities when doing so. They will also be trained in respect of the premises licence and any conditions contained therein.

The premises licence holder shall maintain a record of all staff training at the premises, and shall produce such records for inspection by the police or authorised officers of the licensing authority upon request.

**b) The prevention of crime and disorder**

CCTV shall be installed at the premises and will cover the area inside the shop and the area immediately outside the front of the premises. It shall be capable of taking a 'head and shoulders' image of persons entering the shop and recorded images will be retained for a minimum period of 31 days.

CCTV shall be in operation whenever the premises are open to the public.

A member of staff who is capable of downloading images for the police or authorised officers of the licensing authority shall be on duty at all times the premises are open to the public.

Notices shall be displayed in a prominent position at the premises, advising customers that CCTV is in use.

All spirits shall be displayed and stored behind the sale counter.

**c) Public safety**

Staff will be trained in respect of the fire risk assessment and the requirements of relevant health and safety legislation.

First aid facilities will be maintained at the premises.

**d) The prevention of public nuisance**

A notice will be displayed in a prominent position at the exit of the premises, asking customers to respect nearby residents and to leave quietly, not to loiter outside the premises and not to drink alcohol products in the street.

The area immediately in front of the premises shall be kept clean and tidy at all times the premises are open to the public.

No deliveries will be received, or removal of rubbish will take place other than when the premises are open to the public.

e) **The protection of children from harm**

The premises licence holder will adopt a 'Challenge 25' policy where all customers who appear to be under the age of 25 and attempt to purchase alcohol or other age restricted products are asked for proof of their age.

The premises licence holder will prominently display notices advising customers of the 'Challenge 25' policy.

The premises licence holder shall keep a register (either hard copy or electronic copy) of refused sales of all age-restricted products. The refusals register shall be kept on the premises and made available for inspection by the Licensing Officer, Trading Standards or the Police.

The premises licence holder to ensure that each member of staff authorised to sell alcohol is fully aware of his / her responsibilities in relation to verifying a customer's age and is able to effectively question purchasers and check evidence of proof of age.

**Checklist:**

**Please tick to indicate agreement**

- 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 designated 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.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

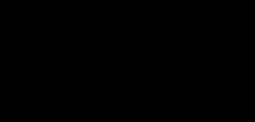
**IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.**







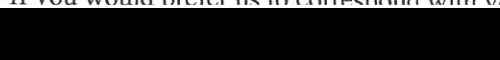
**Part 4 – Signatures** (please read guidance note 11)

**Signature of applicant or applicant’s solicitor or other duly authorised agent** (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	Frank Fender 
Date	<del>16<sup>th</sup> February 2022</del> 17 <sup>th</sup> FEBRUARY 2022
Capacity	Authorised Licensing Consultant

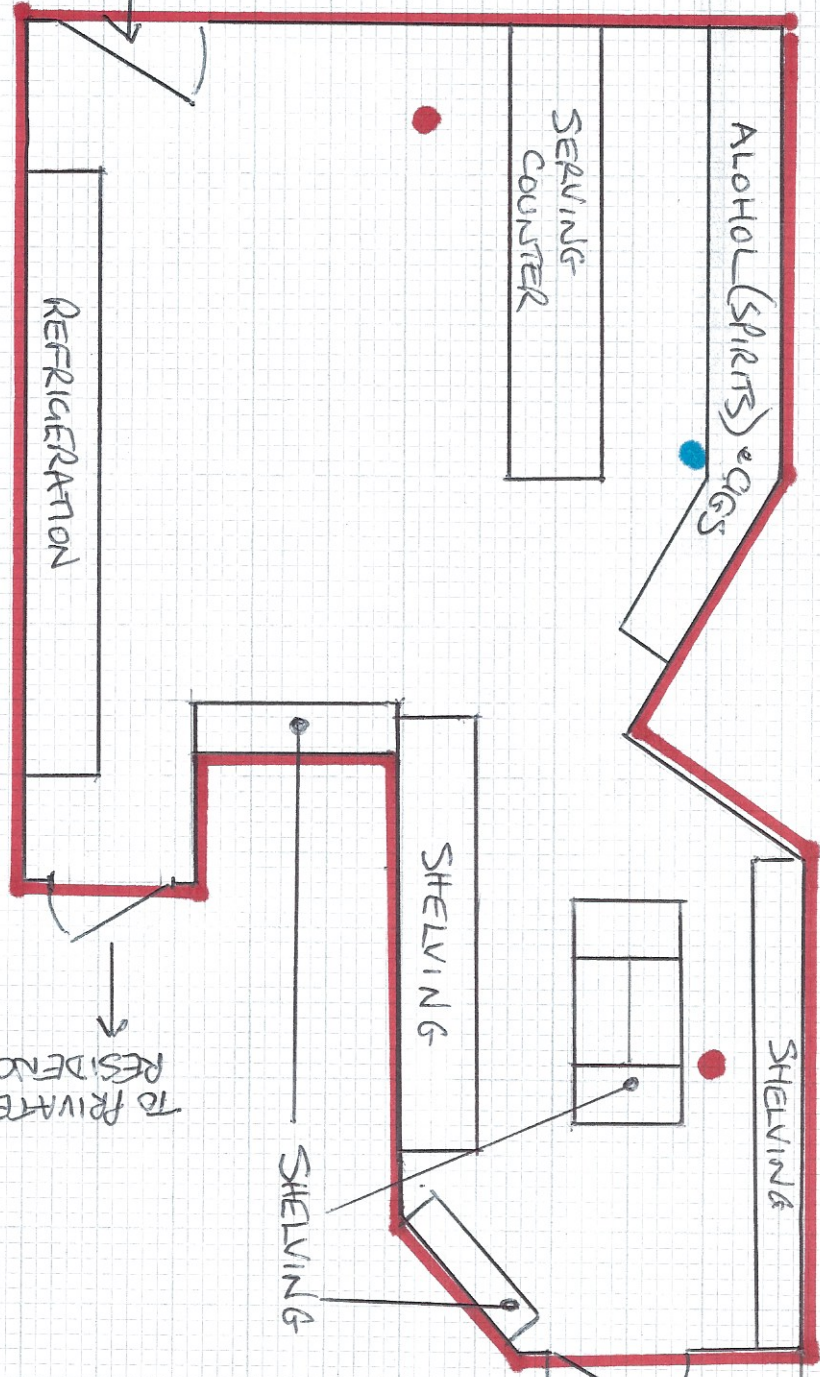
**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant’s solicitor or other authorised agent** (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

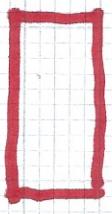
Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
Frank Fender			
F.I.F Licensing Solutions			
			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			
			



GORRINGE PARK AVE



SCALE 1:50 @ A4



AREA FOR LICENSABLE ACTIVITY

- SMOKE/HEAT DETECTOR
- FIRE EXTINGUISHER

HELEN'S JOLLY SHOP  
 TO GORRINGE PARK AVENUE  
 MITCHAM  
 CR4 2DG

Good morning Licensing

I have been in discussions with the Police Licensing Officer regarding the application for a new premises licence for Helen's Jolly Shop, 70 Gorringe Park Avenue, Mitcham.

I can confirm that revised conditions have been agreed with the police in respect of this application, and they are attached to this email, in the red font on the attached 'summary of application.

My client (the applicant) is fully aware of the conditions and understands why they are appropriate for her shop in the area. She is aware they will be added to the premises licence if granted.

The Police Licensing Officer is copied into this email.

Please acknowledge safe receipt of this email.

Kind regards

Frank

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Frank Fender  
FJF Licensing Consultants



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FJF Licensing Consultants

----- Original Message -----

**Subject:** Revised Conditions

**Date:** 2022-03-02 11:10 am

**From:**

**To:**



Good Morning Frank,

I hope you are well.

Thank you for sending through the revised conditions to reflect the CIZ. In your previous email you mentioned changing the hours for sale of alcohol from 06:30hrs to 09:00hrs, I have changed this in the document and saved it.

The Metropolitan Police are satisfied with the proposed conditions on the revised application be added to the operating schedule for Helen's Jolly shop should the licence be granted.

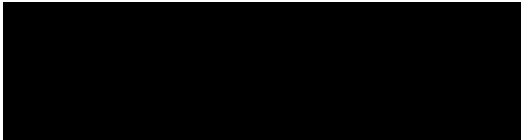
I would be grateful if you could forward the agreement onto [licensing@merton.gov.uk](mailto:licensing@merton.gov.uk) and CC me in please.

Kind Regards,

Avril

PC Avril O'BRIEN 3406SW | Licensing

South West – BCU



**Keeping South West London Safe**  
Putting victims first—Preventing harm—Working as one team



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New Premises Licence Application – Helen’s Jolly Shop, 70 Gorringe Park Avenue, Mitcham, CR4 2DG

**Summary of the application:**

Premises Licence Holder: Sai Ram Trading Ltd

Proposed Designated Premises Supervisor: Jeyatharsiny Sivakumar

Licensable Activities Applied For:

Sale of alcohol for consumption OFF the premises from 09:00hrs to 22.00hrs Monday to Sunday.

Opening hours of the premises from 06:30hrs to 22.00hrs Monday to Sunday.

**Steps to promote the licensing objectives:**

**a) General – all four licensing objectives (b, c, d and e)** (please read guidance note 10)

Staff engaged in the sale of alcohol will be trained in respect of their legal and social responsibilities when doing so. They will also be trained in respect of the premises licence and any conditions contained therein.

The premises licence holder shall maintain a record of all staff training at the premises, and shall produce such records for inspection by the police or authorised officers of the licensing authority upon request.

**b) The prevention of crime and disorder**

CCTV shall be installed at the premises and will cover the area inside the shop and the area immediately outside the front of the premises. It shall be capable of taking a ‘head and shoulders’ image of persons entering the shop and recorded images will be retained for a minimum period of 31 days.

CCTV shall be in operation whenever the premises are open to the public.

A member of staff who is capable of downloading images for the police or authorised officers of the licensing authority shall be on duty at all times the premises are open to the public.

Notices shall be displayed in a prominent position at the premises, advising customers that CCTV is in use.

All spirits shall be displayed and stored behind the sale counter.

The premises licence holder, DPS, a personal licence holder or a fully trained member of staff authorised in writing by the DPS shall be present at the premises at all times during the permitted hours for the sale of alcohol.

The premises licence holder shall ensure that a CCTV system is installed in the premises of a standard acceptable to the Metropolitan Police Service. The system shall be maintained in good working order & fully operational covering all internal

areas of the premises to which the public have access and also the area immediately outside the premises. All entry and exit points shall be covered enabling frontal identification (full head and shoulders images), of every person entering the premises in any light condition to an evidential standard.

All staff will be fully trained in the operation of the CCTV system including the ability to download screenshots and images for Police or Authorised Officers on request. A minimum of one such member of staff fully trained in the operation of the CCTV system shall be on duty at all times that the premises are open to the public.

The CCTV system will have the capability to download footage onto a disk or memory stick. The footage of the CCTV system will be retained for a minimum period of 31 days before re-writing itself with the correct date and time showing. Screenshots and CCTV footage will be made available to Police or Authorised Officers immediately upon request.

If the CCTV system is broken the premises licence holder shall notify the Licensing Authority and Police Licensing Team as soon as possible and get the fault rectified as soon as practicable.

The premises licence holder shall ensure that a log is kept in the Incident Book with the details of the dates of all work / repairs carried out on the CCTV system including the name and phone number of the engineer.

On a minimum daily basis the premises licence holder / DPS will check that the CCTV system is operational and the date and time stamp are correctly set and on a minimum of a weekly basis, check that the CCTV system is also correctly recording images for a minimum of 31 days and that screenshots and footage can be correctly downloaded. Details of these checks are to be recorded in the appropriate section of the Incident Book.

An Incident Book shall be kept at the premises and made available to the Police or Authorised Officers, which will record the following:

All crimes reported; Lost property; All ejections of customers; Any complaints received and the outcome; Any incidents of disorder; Any faults in the CCTV; Any refusal in the sale of alcohol; Any visit by a relevant authority or emergency service. Whenever Police are called a CAD number shall be obtained and recorded in the Incident Book.

Appropriate notices shall be clearly displayed by the entry / exit door and behind the counter advising customers:

- 1) That CCTV and the Challenge 25 proof of age policy are in operation;
- 2) Of the provisions of the Licensing Act 2003 regarding underage or proxy sales;
- 3) That no single cans or bottles of beer, lager or cider may be sold in a single transaction;

- 4) Of the permitted (licensed) hours for the sale of alcohol and the opening hours of the shop;
- 5) Asking customers to respect residents, to leave the shop and area quietly, not to loiter or drink outside the shop and to dispose of litter legally;
- 6) That customers may not drink alcohol in the premises;
- 7) That the shop does not buy alcohol or tobacco goods from unsolicited (cold) callers to the premises at any time and that details of any such unsolicited (cold) callers including CCTV images will be passed to the Police.

There shall be no supply of alcohol for consumption off the premises except in sealed containers.

No beers, lagers or ciders above 6% ABV ( alcohol by volume) shall be sold at the premises.

No single cans or bottles of beer, lager or cider shall be sold at the premises.

No spirits shall be sold in bottles of less than 20cl (centilitres).

All spirits must be displayed behind the counter and all other alcohol must be displayed in clear line of sight of the counter.

All displays of alcohol must be specifically covered by CCTV at all times.

A maximum of 20% of the retail display space may be used for the display of alcohol at any time.

All alcohol not on display will be stored in a lockable store.

The premises will actively engage with and work with the local Police Team and the Police and Council Licensing Teams.

Invoices or copies of all invoices relating to all alcohol and tobacco goods shall be kept on the premises for at least a year after the date of purchase. Alcohol and tobacco must never be purchased from a cold caller to the shop.

The shop will operate a clear window policy.

**c) Public safety**

Staff will be trained in respect of the fire risk assessment, evacuation procedures, and the requirements of relevant health and safety legislation.

First aid facilities will be maintained at the premises.



**d) The prevention of public nuisance**

A notice will be displayed in a prominent position at the exit of the premises, asking customers to respect nearby residents and to leave quietly, not to loiter outside the premises and not to drink alcohol products in the street.

The area immediately in front of the premises shall be kept clean and tidy at all times the premises are open to the public.

No deliveries will be received, or removal of rubbish will take place other than when the premises are open to the public.

Appropriate notices shall be clearly displayed by the entry / exit door and behind the counter. (See Box B Prevention of Crime & Disorder - Condition 4 for full details.)

Management and staff will proactively discourage persons from drinking or loitering outside the shop both by monitoring the CCTV system & physical checks, politely asking persons drinking or loitering outside the shop to leave the area quietly.

The shop front will be kept tidy at all times and shall be swept at close.

No deliveries will be received or removal of rubbish especially glass take place between 20.00 and 08.00 daily.

**e) The protection of children from harm**

The premises licence holder will adopt a 'Challenge 25' policy where all customers who appear to be under the age of 25 and attempt to purchase alcohol or other age restricted products are asked for proof of their age.

The premises licence holder will prominently display notices advising customers of the 'Challenge 25' policy.

The premises licence holder shall keep a register (either hard copy or electronic copy) of refused sales of all age-restricted products. The refusals register shall be kept on the premises and made available for inspection by the Licensing Officer, Trading Standards or the Police.

The premises licence holder to ensure that each member of staff authorised to sell alcohol is fully aware of his / her responsibilities in relation to verifying a customer's age and is able to effectively question purchasers and check evidence of proof of age.

The Challenge 25 proof of age policy will be operated and only a photographic driving licence, a valid passport, a valid UK Armed Forces photographic identity card with the bearer's photograph on it or Home Office approved proof of age card with the bearer's photograph and the PASS logo / hologram on it will be accepted as proof of age.

A written refusals record will be kept as part of the Incident Book and made available to Police or Authorised Officers on request. The refusals record shall contain details of date & time, description of the person attempting to buy the age restricted products & the products that they were attempting to purchase, reasons why the sale was refused and the name and signature of the person refusing the sale. The refusals book is to be examined on a weekly basis by the premises licence holder / DPS and the date and time of each examination is to be endorsed in the book.

Appropriate notices will be displayed by the entry / exit door and behind the counter. (See Box B Prevention of Crime & Disorder - Condition 4 for full details.

All staff will be trained for their role on induction and be given refresher training at minimum intervals of six months thereafter. Training will include the operation of the CCTV system and the Challenge 25 proof of age scheme, including identifying persons under 25, making a challenge, acceptable proof of age, making and recording a refusal, avoiding proxy sales, avoiding conflict, responsible alcohol retailing and safeguarding children and vulnerable people.

**From:** Councillor Linda Kirby  
**Sent:** 05 March 2022 08:09  
**To:** Licensing <[Licensing@merton.gov.uk](mailto:Licensing@merton.gov.uk)>  
**Cc:** Councillor John Dehaney  
**Subject:** RE: Current Premises Licence Applications  
**Importance:** High

Dear Licensing

I wish to oppose the sale of alcohol at 70 Gorringe Park Avenue.  
In nearby Streatham Road parade of shops we have a major problem with street drinkers and their debris which is a constant nuisance and a matter the Locations Board frequently have to target as a hot spot. Gorringe Park Avenue is a residential area with a successful fish and chip shop and Chinese take-away plus the newly reopened grocery store.  
The sale of alcohol in this road is likely to attract a similar problem to that in Streatham Road. It is also close to Figges Marsh where we already have significant anti-social behaviour to deal with.  
Selling alcohol business is a way for small businesses to make money. However, we have enough stores in London Road and Streatham Road selling alcohol already.  
For these reasons, I would be grateful if this application for a licence to sell alcohol is turned down and no further premises in Graveney ward are given permission.

Kind regards

Linda

70 Gorringe Park Avenue, Mitcham  
**Applicant(s)** Sai Ram Trading Ltd  
**Application Reference** WK/202216980  
**Application Type** New Premises Licence  
**Closing Date for Representations** Thursday, 17 March 2022  
**Permissions being applied for**  
**Supply of Alcohol**  
Off the Premises  
**Monday**  
**Tuesday**  
**Wednesday**  
**Thursday**  
**Friday**  
**Saturday**  
**Sunday** 06:30 22:00  
06:30 22:00  
06:30 22:00  
06:30 22:00  
06:30 22:00  
06:30 22:00  
06:30 22:00  
**Premises Opening Hours**  
Whole Premises  
**Monday**  
**Tuesday**  
**Wednesday**  
**Thursday**  
**Friday**  
**Saturday**  
**Sunday** 06:30 22:00  
06:30 22:00  
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