

From:

Sent: 02 September 2022 08:40

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc:

Subject: RE: Black Pound Day Unit 1068 Westfield London Shopping Centre Ariel Way London W12 7GB:- Reference: 2022/01222/LAPR

Good Morning Licensing,

Please refer to the conditions agreed (highlighted in red below) between the Police and the applicant for the above application.

Kind regards,

Kris.

Kris Cardwell

Police Constable 3286AW

Licensing Officer - Hammersmith and Fulham (Central West BCU)

Metropolitan Police Service

From: Cardwell Kris J - AW-CU

Sent: 02 September 2022 08:38

To: 'Swiss'

Cc: Sondh Nicole K - AW-CU

Subject: RE: Black Pound Day Unit 1068 Westfield London Shopping Centre Ariel Way London W12 7GB:- Reference: 2022/01222/LAPR

Good Morning Pierre,

Many thanks for your confirmation email.

I will make the Local Authority aware.

All the best,

Kris.

Kris Cardwell

Police Constable 3286AW

Licensing Officer - Hammersmith and Fulham (Central West BCU)

Metropolitan Police Service

From: Swiss

Sent: 01 September 2022 17:09

To: Cardwell Kris J - AW-CU

Cc: Sondh Nicole K - AW-CU

Subject: Re: Black Pound Day Unit 1068 Westfield London Shopping Centre Ariel Way London W12 7GB:- Reference: 2022/01222/LAPR

Evening kris,

Thank your for your email and taking into consideration our financial circumstances.

I can confirm that we are willing to accept and adhere to the recommendations in your most recent email as stated below...

1. Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.
2. The licence holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards
3. Any alcohol sold for consumption off the premises shall be sold in a sealed container
4. No alcohol shall be consumed on the premises whilst it is open for licensable activity.

Have a good evening.

Kindest regards,

Pierre

On Thu, 1 Sept 2022, 16:59 , <[Kristen.Cardwell](#)> wrote:

Good Afternoon Pierre,

Many thanks for your email and explaining in detail your business model. In any premises that sells alcohol, the Police would always want a CCTV system in place, however taking in to consideration the financial cost of installing such a system to your premises and the fact that Westfield have an extensive CCTV system in the Centre, albeit not inside your premises, I am willing at this time to agree to no CCTV

system being installed. I would only see a requirement to do so if any incidents of note take place inside your premises.

Please can you confirm that you are willing to agree to my other recommended conditions as detailed below so that I can inform the Local Authority who will amend the application:-

1. Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.
2. The licence holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards
3. Any alcohol sold for consumption off the premises shall be sold in a sealed container
4. No alcohol shall be consumed on the premises whilst it is open for licensable activity.

If you need anything further then please contact myself or Nicole,

Kind regards,

Kris.

Kris Cardwell
Police Constable 3286AW
Licensing Officer - Hammersmith and Fulham (Central West BCU)
Metropolitan Police Service

From: Swiss
Sent: 01 September 2022 14:33
To: Cardwell Kris J - AW-CU
Cc: Sondh Nicole K - AW-CU
Subject: Re: Black Pound Day Unit 1068 Westfield London Shopping Centre Ariel Way London W12 7GB:- Reference: 2022/01222/LAPR

Good afternoon Kris & Nicole, hoping all is well both.

My name is Pierre and I am the CEO and founder of the Business concerning the application.

Thank you for confirming your receipt, I can confirm that I have received your email also.

Just to give you some context and background of who we are, what we stand for and our values. We are not just a commercial enterprise but a social-cause movement at

our core whose aim is to support marginalised and discriminated against entrepreneurs and business owners from the Black community, who need more visibility and inclusion within our UK economy.

As a retail space at Westfield London we house 80+ individual brands from our community, who, if not for us occupying this space would not have the opportunity to sell their products on the high street, often for systemic reasons. We have partnered with Westfield based on the success of this innovative work we have been doing over the last two years, which includes diversifying their centre and as a result engaging their local underrepresented community from the borough and surrounding areas.

More to the point of the license, part of that work would be the inclusion of Black British premium alcohol brands who are also underrepresented in their sector, and this is the reason why we are adding this category to our mini department store, so the local community can engage with products that reflect their various cultures in a space that represents them. We are effectively a small start-up entity ourselves so adding the extra cost of having high definition CCTV installed and maintained would increase the cost of our bottom line and may affect the wider important work we are providing our businesses. We don't mind looking at this at a later date but we're not in a financial position to do this immediately. All your other recommendations we are happy to follow.

Also, we have spoken to the team at Westfield who are happy with us selling these alcohol brands once our license is approved.

Many thanks,

Pierre

On Wed, 31 Aug 2022 at 15:12, <[Kristen.Cardwell](#)> wrote:

Good Afternoon,

Please can you confirm receipt of my below email dated the 24.08.2022?

Regards,

Kris.

Kris Cardwell
Police Constable 3286AW
Licensing Officer - Hammersmith and Fulham (Central West BCU)
Metropolitan Police Service
www.met.police.uk

From: Cardwell Kris J - AW-CU

Sent: 24 August 2022 17:34

To: [swiss](#)

Cc: Sondh Nicole K - AW-CU

Subject: Black Pound Day Unit 1068 Westfield London Shopping Centre Ariel Way
London W12 7GB:- Reference: 2022/01222/LAPR

Good Afternoon,

My name is Kris Cardwell, I am one of two Police Licensing Officers that cover the Borough of Hammersmith and Fulham, the other is my colleague Nicole Sondh. I can confirm that the Metropolitan Police are in receipt of the premises licence application for Black Pound Day, Unit 1068, Westfield, London, Shopping Centre, Ariel Way, London, W12 7GB as detailed below:-

Licensable activities sought:

The sale of alcohol - Off the premises only

Mondays to Saturdays - 10:00 to 20:00

Sundays - 12:00 to 18:00

Proposed opening hours:

Mondays to Saturdays - 10:00 to 20:00

Sundays - 12:00 to 20:00

Having read the application, I have no concerns with the hours of licensable activity that you have applied for, however I do have some concerns as to why you would wish to sell alcohol in a mini Department Store. In the operating schedule you have offered some basic conditions in relation to the responsible sale of alcohol, however I would like to see further conditions added to the premises licence.

Also, by way of background, the area of Shepherds Bush suffers greatly with that of street drinkers, who purchase high strength alcohol to feed their habit and then cause issues in the neighbourhood. A great deal of work has taken place between residents, the Police and the Local Authority to address these issues and this has been achieved by placing specific street drinker conditions on various premises licences, predominantly restricting the sale of high strength beers, lagers, ciders and stouts.

I would also like to see a CCTV condition attached to the premises licence where alcohol is being sold. Please can you confirm if you have a CCTV system already in place.

I am recommending the following further conditions be added to the premises licence application:-

1. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities and;

- shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the

date and name of the person checking, shall be kept and made available to Police or authorised Council officers on request

- one camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering.
- shall cover any internal or external area of the premises where licensable activities take place.
- recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.
- footage shall be provided free of charge to Police or authorised council officer within 24 hours of a request.
- a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous

2. Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.

3. The licence holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards

4. Any alcohol sold for consumption off the premises shall be sold in a sealed container

5. No alcohol shall be consumed on the premises whilst it is open for licensable activity.

Please let me know if you are willing to add these conditions to the premises licence application, I am happy to discuss this further.

I look forward to hearing from you,

Kind regards,

Kris.

Kris Cardwell
Police Constable 3286AW
Licensing Officer - Hammersmith and Fulham (Central West BCU)
Metropolitan Police Service