

From: m.kapoor personalllicencecourses.com <
Sent: Tuesday, November 7, 2023 4:24 PM
To: Licensing HF: H&F <
Subject: RE: New Premises Licence application, 228 North End Road.

Dear Lorna

I can confirm we are happy to accept the proposed conditions recommended by Doug.

Kind Regards

Manpreet S Kapoor BA (Hons)
Licensing Consultant, Personal Licence Courses UK Ltd

From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: Tuesday, November 7, 2023 3:49 PM
To: info personalllicencecourses.com
Subject: FW: New Premises Licence application, 228 North End Road.

Hi Manpreet,

Reference: 2023/01643/LAPR
Premises: North End Food & Wine 228 North End Road London W14 9NU

I am contacting you as the agent for the above application.

Following on from Doug's email below, please can you confirm if the applicant is happy to add the conditions suggested to or do they want to keep what was proposed in the operating schedule which was rather slim in detail?

Please can you confirm by return of email if they are happy to have the more robust conditions on in relation to age restricted goods and training?

Kind regards
Lorna McKenna
Licensing Compliance Officer
Licensing
The Economy Department
Hammersmith & Fulham Council

From: Love Doug: H&F [REDACTED] >
Sent: Wednesday, October 25, 2023 12:16 PM
To: [REDACTED]
Cc: info@personalllicencecourses.com; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: New Premises Licence application, 228 North End Road.

Dear Mr Khurana,

I am from LBHF Trading Standards and I note that you are applying for a premises licence at the above address.

I have read the application and will not be making a representation. I do think that the suggested 'training' condition is rather slim on detail, but there is no real need for this on the licence unless and until the business' training is shown to be lacking. However, this is what I (and, I believe, the other responsible authorities) would expect from your training regime:

- At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence.
- All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales, including on:
 - the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
 - the conditions of the Premises Licence
 - the sale of age-restricted products.

This training will be refreshed at least at least every six months.

- Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.
- Staff shall sign to confirm that they have received and understood the training they are given. Written records of this training shall be retained and made available to the Police or authorised officers on the Licensing Authority upon request.

I note that you are intending to start a business in a very 'crowded' area – there are similar off-licence / convenience stores at 210, 218 and 242 North End Road, as well as two nearby in Lillie Road. It is for you to decide whether you can compete with these established businesses, but please do not be tempted to break the law in an attempt to. LBHF Trading Standards prioritise illicit alcohol, tobacco and single-use vapes, so please do not be tempted to stock these items, as, assuming the licence is granted, you may not have it for very long if you do. We prefer to work with businesses to ensure compliance, but we will not be afraid to prosecute or submit licence review applications where appropriate.

I have attached (and please contact me if you cannot open them in this form) the following:

- **Details of our training courses for retailers of age-restricted products.** I would recommend that whoever is responsible for staff training at the business attends the session in December, which I can currently offer at the discounted rates shown. If you are managing a licensed business for the first time, this recommendation is made very strongly.
- **Various business guidance documents.** Please find guidance on single use vapes, tobacco products and alcohol. The main message is, **do not sell**

anything from the shop which did not come, with detailed paperwork, from a reputable supplier: if you do they are likely to be illegal and you will not be able to show you purchased them responsibly.

I'll try to pop in when the shop is open, but please contact me if you wish to book a place on the training or to ask about any other Trading Standards matter.

Kind regards,

Doug

Doug Love

Lead Practitioner, Trading Standards
Hammersmith & Fulham Council
Hammersmith Town Hall, W6 9JU