

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

Case number 2025/00689/LAPR
Payment transaction reference 256 54373
Amount paid £190
Date submitted 07/05/2025
Are you the applicant or their agent?

PREMISES DETAILS

Premises address
4 Swanscombe Road, London W11 4SX
If the premises could not be found please enter the address here, or if the premises has no address give a detailed description (including the Ordnance Survey references)
Trading name (if any) Swanscombe News
Telephone number at the premises (if any) 020 7603 7566
Are the premises in the course of construction?
No
Non-domestic rateable value 6000 of the premises
Will the premises be exclusively or primarily used for the supply of alcohol for consumption on the premises?
No

APPLICANT DETAILS

I am applying as an individual or individuals
Title Mr
Name Dipesh Patel
Address 4 Swanscombe Road
London
W11 4SX
Date of birth 16/12/1961
Nationality British
Where applicable, your 9 digit sharecode
Daytime/ business telephone number 07545551236
Evening/ home telephone number 07545551236
Mobile phone number 07545551236
Email address dipeshpatel14@hotmail.co.uk
I confirm that: I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities

Alternative details for correspondence

Contact name (if different from premises user)

Business name

Correspondence address

Daytime/ business telephone number

Evening/ home telephone number

Mobile phone number

Email address

OPERATING SCHEDULE

When do you want the premises licence to start?

09/06/2025

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

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

Please give a general description of the premises.

Swanscombe News, located at 4 Swanscombe Road, London W11 4SX, is a ground floor retail unit operating as a convenience store/newsagent.

The premises currently offers for sale items such as newspapers, magazines, confectionery, tobacco products, general groceries, and other daily necessities to the public from the main retail area which includes a service counter.

This application seeks a new Premises Licence to permit the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter.

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

HOURS OPEN TO THE PUBLIC

Standard days

Mondays

Start 08:00

Finish 23:00

Tuesdays

Start 08:00

Finish 23:00

Wednesdays

Start	08:00
Finish	23:00

Thursdays

Start	08:00
Finish	23:00

Fridays

Start	08:00
Finish	23:00

Saturdays

Start	08:00
Finish	23:00

Sundays

Start	10:00
Finish	23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises at different times to those listed above, please list

Christmas Eve 08:00 to 02:00 the next day

New Years Eve 08:00 to 02:00 the next day

Notting Hill Carnival 08:00 to 02:00 the next day

SUPPLY OF ALCOHOL

Please give further details
here

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This application seeks a new Premises Licence to permit the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter.

Will the supply of alcohol be for consumption on the premises, off the premises or both?

Off the premises

Standard days

Mondays

Start	08:00
Finish	23:00

Tuesdays

Start 08:00

Finish 23:00

Wednesdays

Start 08:00

Finish 23:00

Thursdays

Start 08:00

Finish 23:00

Fridays

Start 08:00

Finish 23:00

Saturdays

Start 08:00

Finish 23:00

Sundays

Start 10:00

Finish 23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed above, please list.

Christmas Eve 08:00 to 02:00 the next day

New Years Eve 08:00 to 02:00 the next day

Notting Hill Carnival 08:00 to 02:00 the next day

Details of the individual whom you wish to specify on the licence as the designated premises supervisor

Full name Mr Satish Patel

Date of birth [REDACTED]

Home address of prospective designated premises supervisor [REDACTED]

Personal licence number (if known) 152337

Issuing authority (if known) London Borough Of Brent

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

Describe the steps you intend to take to promote the licensing objectives

a) General- all four licensing objectives (b,c,d and e)

The Licensee, that is the person in whose name the premises licence is issued, shall ensure that all times when the premises are for any licensable activity, there are sufficient competent staff on duty at the premises for the purpose of fulfilling the terms and conditions of the licence and for preventing crime and disorder. The Licensee shall ensure that all staff will undertake training in their responsibilities in relation to the sale of alcohol, particularly with regard to drunkenness and underage persons.

b) The prevention of crime and disorder

1. A digital CCTV system will be installed, or the existing system maintained, such system to be fit for the purpose and to be to the reasonable satisfaction of the police.
2. The CCTV system shall be capable of producing immediate copies on site. Copies of recordings will either be recorded digitally on to CD/DVD or other equivalent medium.
3. Any recording will be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection within 24 hours of request.
4. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.
5. The system will display, on any recording, the correct time and date of the recording.
6. The CCTV system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity.
7. An incident log/register shall be maintained to record all incidents of crime and disorder occurring on purchase of products. This log/register will be available for inspection by a police officer or other authorised officer on request.

c) Public safety

Appropriate fire safety procedures are in place including fire extinguishers, internally illuminated fire exit sign and smoke detector.

d) The prevention of public nuisance

1. All customers will be asked to leave quietly.
2. Prominent, clear and legible notices must be displayed at all exits requesting customers, staff and couriers to respect the needs of local residents and to leave the premises and the area quietly.
3. Delivery of alcohol shall be to a residential address or place of work.
4. Riders & customers will not be permitted to smoke in the immediate vicinity of the premises.
5. Riders & customers will not be permitted to congregate in the immediate vicinity of the premises.

e) The protection of children from harm

1. The licensee and staff will ask persons who appear to be under the age of 25 for photographic ID such as proof of age cards, the Connexions Card and Citizen Card, photographic driving licence or passport, an official identity card issued by HM Forces or by an EU country, bearing the photograph and date of birth of bearer.

2. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she is aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over, any alcohol in the order will be withheld.

3. All staff & riders shall be trained to record refusals of sales of alcohol in a refusals log/register. The log/register will contain:

- details of the time and date the refusal was made;
- the identity of the rider/staff refusing the sale;
- details of the alcohol the person attempted to purchase.

This log/register will be available for inspection by a police officer or other authorised officer on request.

DECLARATIONS

I have enclosed a plan of the premises

Yes

I have enclosed the consent form completed by the individual I wish to be designated premises supervisor

Yes

I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (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 understand I must now advertise my application

Yes

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.

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.

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, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work.

I have the consent of any individuals or third parties listed in this form to provide their personal details and I am authorised to submit this application on behalf of all applicants.

I have read the privacy policy and agree for my details to be used by the council to contact me about this application and any changes to this service that may affect me.

I agree to the above

Yes I agree to the above declaration

Full name

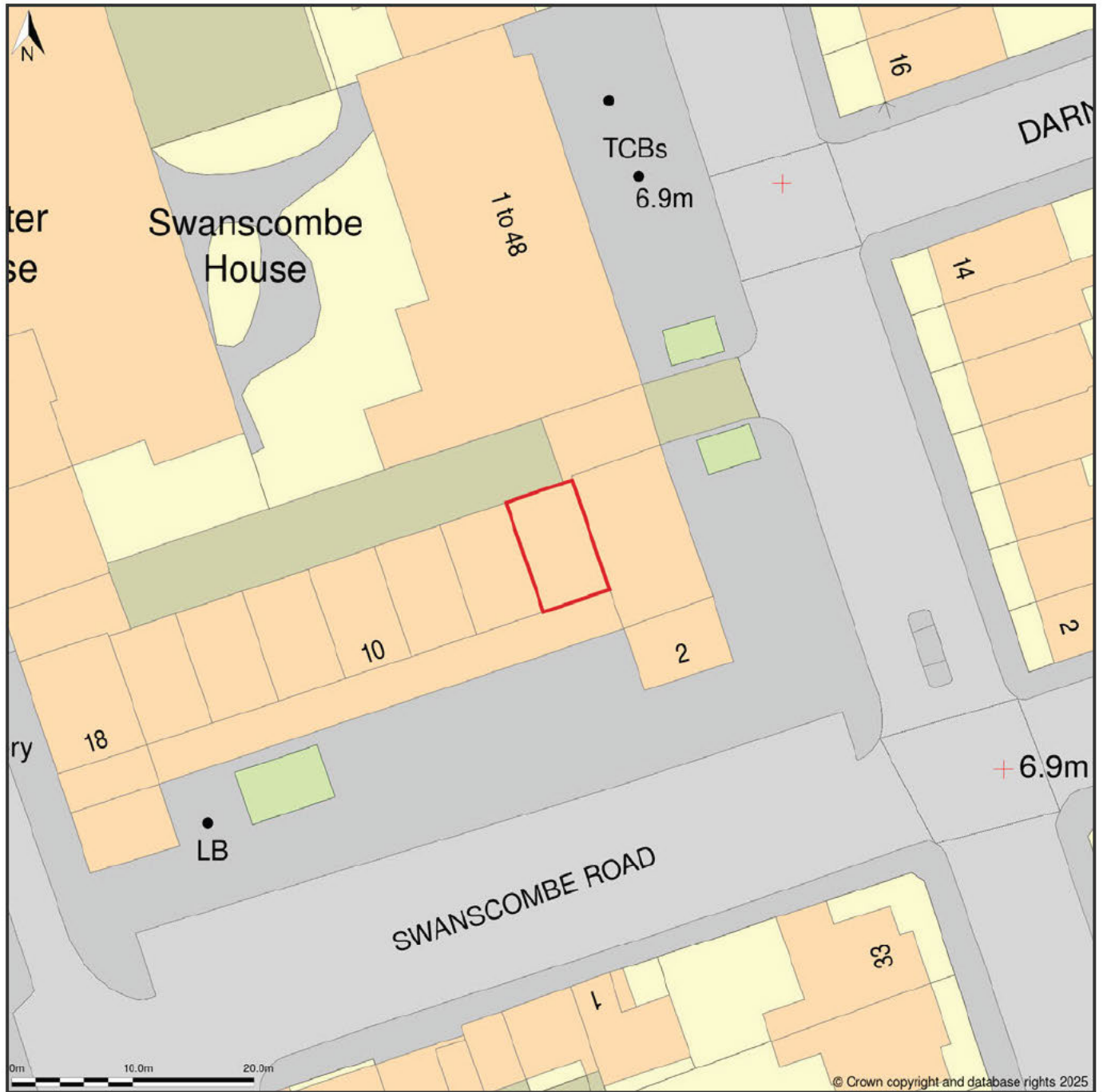
Dipesh Patel

Capacity

Date

07/05/2025

Swanscombe News, 4, Swanscombe Road, London, Hammersmith And Fulham, W11 4SX



Site Plan (also called a Block Plan) shows area bounded by: 523881.04, 180229.92 523971.04, 180319.92 (at a scale of 1:500), OSGridRef: TQ23928027. The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.

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