

LICENSING CONSULTATION INTERNAL MEMO

To : **Neil Gardiner**

From : **Adrian Overton**

Date : **10th November 2025**

Premises : **Best Quality Food and Wine, 333-335 Lillie Road, SW6 7NR**

CAPS Ref : **2025/01278/LAPRR**

Application : **Premises Licence Review**

I am the Licensing Team Manager for the London Borough of Hammersmith and Fulham. I am also able to act as the responsible authority for the Licensing Authority of the London Borough of Hammersmith and Fulham.

I have considered the above application and wish to make a representation in support of this review on the basis of past adverse enforcement history at this premises.

The Application

On the 14th August 2025 a review application was submitted by Hammersmith and Fulham's Trading Standard's Team ("the applicant") for the premises known as Best Quality Food and Wine, 333-335 Lillie Road, London, SW6 7NR.

The current premises licence in place permits the following licensable activities:

Sale by Retail of Alcohol - Off the Premises

Monday to Sunday 11:00 to 23:00

Proposed Opening Hours:

Monday to Sunday 08:00 to 23:00

Supporting Information - Enforcement Summary

On the 13th July 2023 the Licensing Team was made aware of a complaint from the Police Licensing Team in relation the alleged sale of alcohol to four girls (aged 14/15) at the premises.

17th July 2023 – A Licensing inspection was undertaken and several breaches were identified, with the inspection sheet left as a warning letter. As a result of this inspection CCTV footage was requested to be provided electronically. At the time of the visit the following breaches of conditions were identified:

- 2 - No Designated Premises Supervisor (DPS) in respect of the premises license.
- 16 - Missing signage.
- 17 - CCTV system not recording for 31 days and the time stamp on CCTV footage was incorrect.
- 20 - Unable to produce a refusals book.
- 24 - A number of strong beer and cider products above 5.5% ABV were on display for sale.

20th July 2023 – The Licensing team were advised by Mr Tara Singh that the CCTV footage requested on the 17th July 2023 was not available. This was a breach of condition 19 of the licence,

28th July 2023 - Premises failed an underage alcohol test purchase conducted by the Trading Standards team.

24th August 2023 – Police licensing inspection undertaken and one breach of condition 25 was identified and a verbal warning issued. During this meeting a removal of condition 25 of the licence was discussed which requests that alcoholic drinks are cleared labelled or marked with the name of the premises. It was noted that Police were not opposed to this condition being removed by means of a minor variation.

6th September 2023 - Multi-agency meeting conducted and an agreement was made to monitor the premises moving forward for any future noncompliance.

23rd July 2025 – A Licensing inspection was carried out with the Council's Trading Standards team. During this inspection the following issues were identified:

- The CCTV coverage was incomplete, with no coverage of the counter area, so that no transactions were shown, and it could not be proven whether or not ID was required and checked. This was a breach of licence condition 17.
- Alcoholic drinks were not clearly labelled or marked with the name of the premises, contrary to licence condition 25.
- The refusals records indicated that just five refusals made on three days had been noted since 27th March 2025, nearly four months earlier, and none since 11th April 2025.

Conclusion

The Licensing Authority has serious concerns with the day to day operation of this premises, given the previous history of failed test purchases, and the number of complaints about underage sales. It seems clear that the licence holder has in the past sold age restricted products to underage customers on a number of occasions, despite extensive advice and guidance from the Council's Trading Standards team.

We are also mindful that the premises has been unable to consistently adhere to the terms and conditions of its licence, with multiple breaches of conditions witnessed as far back as July 2023. Some of the breaches concern the retrieval of CCTV footage, which raises further concerns that other underage sales have been concealed.

We feel that the irresponsible management of this premises will continue as normal if extra conditions are added to the licence, or even if the designated premises supervisor is replaced.

We would therefore respectfully suggest that this licence is revoked to uphold the following licensing objectives:

- The prevention of crime and disorder.
- The protection of children from harm.

A handwritten signature in black ink, appearing to read 'A. Overton', with a long horizontal flourish extending to the right.

Adrian Overton
Licensing Team Manager
London Borough of Hammersmith and Fulham