

LICENSING ACT 2003
Section 24



HILLINGDON
 LONDON

PREMISES LICENCE

Ref:

LBH/7537/IM

Premises Licence Number:

823/09

This Premises Licence has been issued by Stephanie Waterford on behalf of the Licensing Authority, London Borough of Hillingdon, Civic Centre, High Street, Uxbridge, UB8 1UW

Signature: Date: 21st August 2014

Part 1 – Premises Details

Postal Address of Premises or, if none, Ordnance Survey map reference or description -
 Strawberry Local
 2-3 Gloucester Parade
 Bourne Avenue

Post Town - Hayes

Postcode – UB3 1PR

Telephone number –

Where the licence is time limited, the dates -

N/A

Licensable activities authorised by the licence -

Sale by retail of alcohol

The times the licence authorises the carrying out of licensable activities –

From 08.00 hours until 23.00 hours, Monday to Saturday
 From 10.00 hours until 23.00 hours on Sunday

Appendix C

The opening hours of the premises -

From 07.00 hours until 23.00 hours, Monday to Saturday
From 08.00 hours until 23.00 hours on Sunday

Where the licence authorises supplies of alcohol whether these are on and/or off supplies -

Off supplies only

Part 2

Name, (registered) address, telephone number and e-mail (where relevant) of holder of Premises Licence -

Ekam Enterprises
2-3 Gloucester Parade
Bourne Avenue
UB2 1PR

Registered number of holder, for example company number, charity number (where applicable) -

09021950

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol –

Mr Dildar Singh SONI

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██████████
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Personal Licence number an issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol –

London Borough of Hounslow 4086

Annex 1 – Mandatory Conditions

ALCOHOL

1. No sale / supply of alcohol shall be made when there is no Designated Premises Supervisor in respect of the Premises Licence.
2. No sale / supply of alcohol shall be made when the Designated Premises Supervisor does not hold a Personal Licence or when his / her Personal Licence is suspended.
3. Every sale / supply of alcohol under the Premises Licence shall be made, or authorised by a person who holds a Personal Licence.
4. (1) The premises licence holder or club premises certificate holder shall ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol.

(2) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and a holographic mark.

Mandatory Licensing Condition

A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

For the purposes of the condition set out in paragraph 1—

(a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(6);

(b) “permitted price” is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) “relevant person” means, in relation to premises in respect of which there is in

force a premises licence-

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994(7).

Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2– Conditions consistent with the operating Schedule

The premises licence holder shall ensure that the following conditions are fully complied with:-

Prevention of crime and disorder

The premises shall have a CCTV system install incorporating a minimum of 4 cameras which shall capture the following:

- One camera to capture all transactions at the counter
- One camera to capture the head and shoulders of persons entering/leaving the shop
- One camera to show the main area in the shop where alcohol is displayed
- One camera to show the remaining area of the shop.

All images from the cameras shall be retained for a period of 30 days and shall be available for inspection by the Police or Local Authority on request without charge.

The shall be a monitor showing the image of one or more of the cameras displayed in the premises and shall be easily seen by customers using the premises.

There shall be 2 adult persons on duty in the shop from 18.00 hours until the end of business on each day.

All products containing alcohol shall be displayed within direct line of sight from the cashier.

Products containing alcohol with an abv % above 35 and champagne shall be displayed behind the counter or otherwise locked behind a display.

The counter top shall be no lower than one metre from the floor.

The floor behind the counter shall be raised by 100mm.

Prevention of public nuisance

A Notice shall be displayed asking patrons to leave the premises quietly.

Protection of children from harm

Proof of age ID shall be requested to anyone looking under the age of 18 and Notices shall be displayed to that effect.

Annex 3 – Conditions attached after a hearing by the licensing authority

N/A

Annex 4 – Plans

Strawberry Local, Gloucester Parade, Bourne Avenue, Hayes

The licensed areas of the premises as detailed on the drawing annexed hereto:-

Licensing Services Registered Plan Number : LBH 1337/10