

New Premises Licence

Premises Details

Premises Address *

100 BEULAH ROAD THORNTON HEATH
CROYDON CR7 8JF

Telephone number at premises (if any)

Non-domestic value of premises. *

£ 7300

Applicant Details

I/We apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Please state whether you are applying for a premises licence as:

an individual or individuals

Applicant Details

If you are applying as a person described in one of the above please confirm: *

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

Individual Applicant

Title *

Mr

First name *

Sajeevan

Surname *

Velauthampillai

Street address *

Individual Applicant

AI

Town/City *

County

Postcode *

Date of Birth *



I am 18 years old or over

Nationality *

Daytime Contact Telephone Number *

Email *

Operating Schedule

When do you want the premises licence to start? *

05/06/2023

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

Please give a general description of the premises. *

This is small grocery shop in a busy parade of Beulah Road

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

Operating Schedule

What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2) *

Plays

Operating Schedule

A1

- Films
- Indoor Sporting Events
- Boxing or Wrestling
- Live Music
- Recorded Music
- Performances of Dance
- Anything of a similar description falling under Music or Dance
- Provision of late night refreshment
- Supply of Alcohol

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *	Every Day
	07:00
	23:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *	Off the premises
State any seasonal variations for the supply of alcohol. (please read guidance note 5)	NO

Supply of Alcohol

A1

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed?(please read guidance note 6)

NO

Designated Premises Supervisor

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form)

Title *

Mr

First name *

Sajeevan

Surname *

Velauthampillai

Street address *

Town/City *

County

Postcode *

Personal Licence Number (if known)

Issuing Licensing Authority (if known)

Croydon

Adult Entertainment

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 (please read guidance note 9).

NO

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Opening Hours Standard Times

A1

Day *

Every Day

07:00

23:00

Opening Hours

State any seasonal variations. (please read guidance note 5)

NO

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note 6)

NO

Licensing Objectives

Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General - all four licensing objectives (b, c, d and e) (please read guidance note 10)

We will ensure that there are competent staff on duty for preventing crime & disorder. All staff will undertake training in their responsibilities, particularly in relation to the sale of alcohol around drunkenness and underage persons. All staff will have Training and refresher training and all records will be always kept at premises

b) The prevention of crime and disorder

A CCTV system must be installed at the premises covering the entrance, the external area and all internal areas. Images shall be kept for 30 days. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises is open to the public in order to show police images if required.

c) Public safety

Staff must be given training in relation to Licensing Act 2003, conflict management and the protection of children from harm. Refresher training shall be given every 6 months and records shall be kept at the premises and made available for inspection by the police or authorised official from the local authority.

d) The prevention of public nuisance

Signage shall be displayed in a prominent position on the premises requesting that customers leave quietly.

e) The protection of children from harm

A challenge 25 policy shall be in operation at the premises with appropriate signage on display through the premises. Ensure that a refusal book to record all refusals of sales of alcohol shall be maintained on the premises and made available to the police and local authority officers upon reasonable request.

Declarations

A1

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand I must now advertise my application. I understand that if I do not comply with the above requirements my application will be rejected. Applicable to all individual applicants, including those in partnership which is not a limited liability partnership, but not companies or limited liability partnerships I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15)

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.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.



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 (please read guidance note 15).



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, if appropriate (please see note 15).

Full Name *

Sajeevan Velauthampillai

Date *

08/05/2023

Capacity *

Applicant



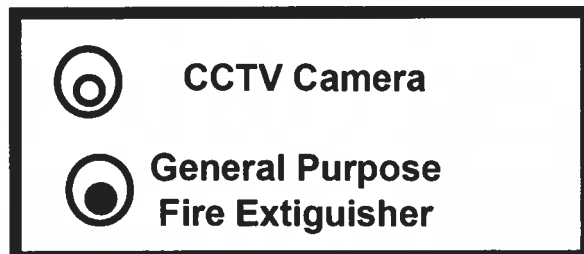
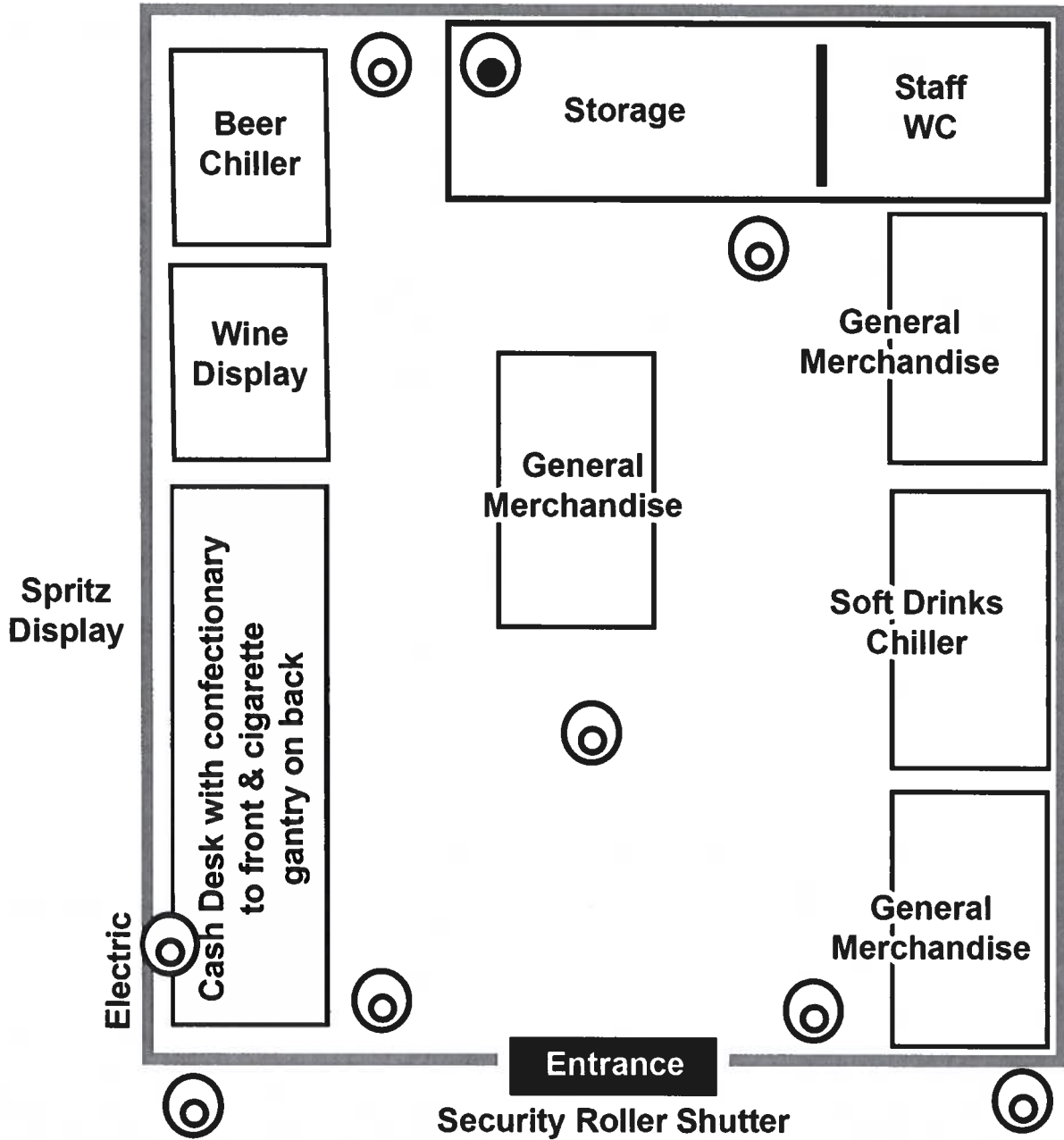
Declaration made

Do you wish to provide alternative correspondence details? *

No

Email confirmation

SITE ADDRESS
100 Beulah Road
Thornton Heath
CR7 8JF



Agreed Conditions with Trading Standards

1. The premises will operate a Challenge 25 age verification policy.
2. Staff will be trained in relation to the sale of alcohol, age-restricted products, Challenge 25, how to check ID and other relevant areas before commencing to sell alcohol. This training will be refreshed every 6 months.
3. Acceptable forms of ID such as passport, photo driving licence and PASS hologram identity cards, will include a photo of the customer and their date of birth.
The



From: Police Licensing Team,
Addington Police Station
Addington Police Station
Addington Road
CROYDON CR0 5AQ

To: The Licensing Sub-Committee
London Borough Of Croydon
c/o Town Hall
Katherine Street
CROYDON CR0 1NX

Tuesday 23rd May 2023

Ref: New premises license application for 100 Beulah Road, Thornton Heath, CR7 8JF

Dear Members of the Licensing Committee,

I write on behalf of the Metropolitan Police Service to object to the grant of a premises license to 100 Beulah Road, Thornton Heath.

We have concerns that the applicant, Mr Sajeevan VELAUTHAMPILLAI, will be unable to operate the premises in a way that upholds the objectives of the Licensing Act 2003, so we request the application is rejected outright rather than being granted with conditions.

The reasons for this is as follows:

Public Nuisance:

Beulah Road, Thornton Heath, has a persistent problem of street drinkers who often hang around outside the off licenses there. They drink large quantities of high strength cider throughout the day and cause problems and general friction with members of the public.

Within 200 metres of 100 Beulah Road there are five off licenses already. More information about the impact of off licenses in this area are evidenced by local PCSO Deborah STOREY in an accompanying statement.

Granting a premises license to permitting sales of alcohol at 100 Beulah Road will move anti-social and problematic groups to outside the shop. This will risk potential clashes between parents/ carers and children, and the street drinkers, whilst currently they are separated by a safe distance to the nearest off license.

We suspect that the applicant will operate 100 Beulah Road in a way very similar to his other retail premises and wish to note a link between the applicant's other licensed premises and local street drinking populations.

All the applicants other premises we are aware of (906 London Road and 834 London Road, Thornton Heath; 6A High Street, South Norwood; 87 Norwood Road, Brixton) sell single cans of

cheap high strength alcohol that appeals to street drinkers. (see images at the end of this submission).

Generally, more family orientated businesses where children visit the premises (supermarkets for example) will not stock these products so as not to attract anti-social street drinkers into and around their shops.

Problem street drinking in South Norwood has attracted complaints from the public, so the local police team visited and wrote to all off licenses in South Norwood High Street asking each business to voluntarily cease selling single cans of beer and cider above 6% ABV.

However, whilst most premises were supportive of this and no longer sell high strength cans, 6A High Street refused to support the measure. Residents have complained in particular about that shop's sales of 'K cider' – empty cans of which have littered the streets of South Norwood. The police have noticed intoxicated people and street drinkers regularly visit the shop to purchase high strength alcoholic beer and cider.

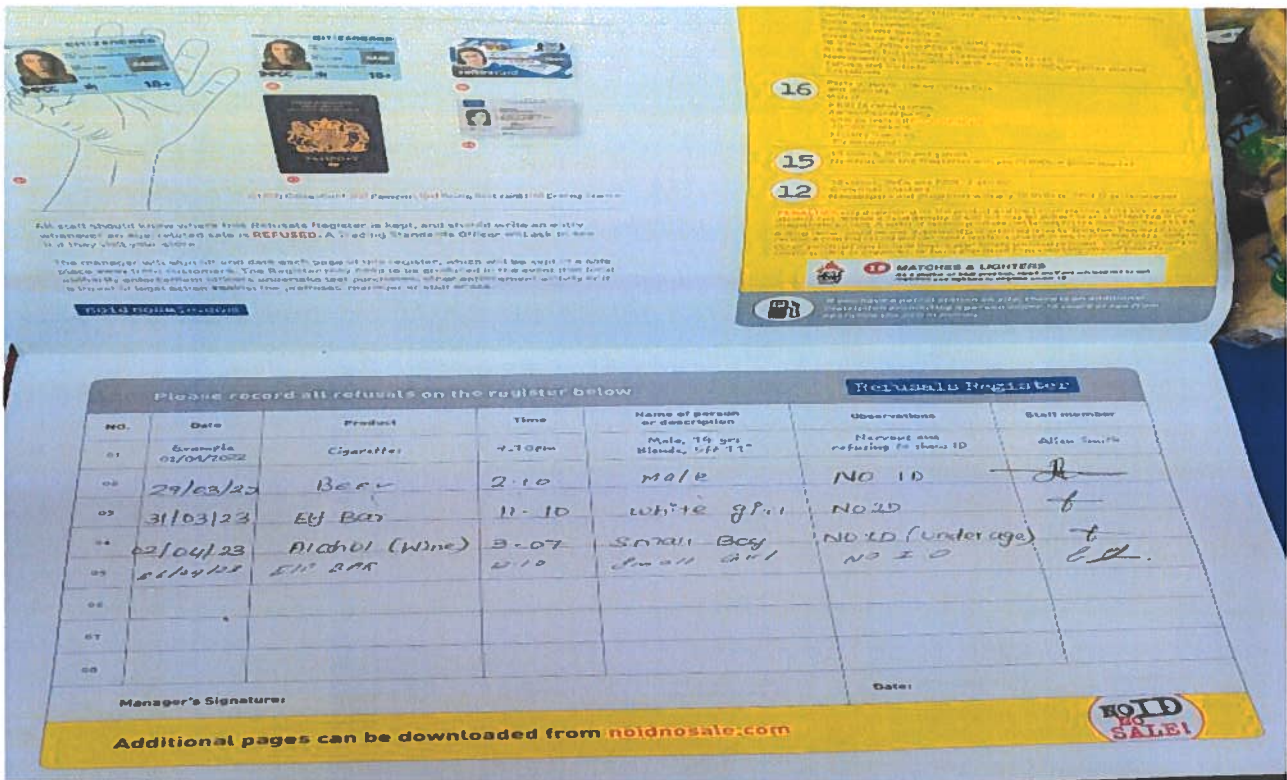
Protection of Children:

100 Beulah Road is located next door to Beulah Junior School and Beulah Infant and Nursery School. It is also opposite a local scout group. In terms of immediate proximity to children this premises will be the closest of all premises on Beulah Road.

The applicant is putting forward a condition common to off licenses that they will operate a 'Challenge 25' scheme, however we have doubts about the applicant is other premises willingness or ability to refuse anyone, therefore it will likely be ignored at 100 Beulah Road too.

On Monday 22nd May 2023 when the police visited 6A High Street, South Norwood the single member of staff was not aware what a refusals log was or where it would be if it was on the premises. It is a condition of the license there. They called someone connected to the premises in our presence on the phone asking where it was to show us, but it still could not be found despite searching around the counter for it. This breach of the license requirement has been highlighted to the DPS.

The same day at 834 London Road, Thornton Heath, the single staff member on duty found the refusals log after several minutes frenzied searching around the counter. Upon locating it and brushing the dust off it, it was opened for inspection. The last entry made was over a month ago. The refusals log appears to have been acquired following a previous visit by the police specifically to remind them to record entries in the log as the premises license required to demonstrate that people are actually being refused age restricted goods on the premises. (see image below).



834 London Road's refusals log.

Prevention of Crime and Disorder:

Pursuant to section 136 of the Licensing Act 2003 it is an offence to carry on or attempt to carry on a licensable activity on or from any premises other than under and in accordance with an authorisation.

One of the applicant's premises at 906 London Road was recently found operating beyond its licensed hours in March 2023 by the police. At 0220 hours on Sunday 12th March 2023 the police responded to a call about a suspect threatening the staff after stealing some cans of beer whilst they were open. The licensed hours of the premises terminate at 0100 hours.

Engagement and enforcement action was taken in this case in accordance with Section 182 guidance.

Beyond this there is little reported crime at the applicants premises in common with most other similar retailers. The example above is raised as a more general point that the police have yet to come across the applicant, Mr VELAUTHAMPILLAI actually working inside one of his premises on the occasions of our visits, and usually find a single member of staff working on their own behind the counter. Lack of onsite supervision of these staff members is likely a reason for generally poor compliance at individual premises with their premises licenses compared to other similar but unrelated off licenses around the borough.

The applicant, Mr Sajeevan VELAUTHAMPILLAI, is the designated premises supervisor (DPS) for all the licensed premises mentioned in this document whose activities have caused some concern for us. We believe it would currently send the wrong message if he was granted more licensing

authority when we have some concerns over his ability to manage his existing authorities and may have to take enforcement action about them if improvements are not forthcoming.

Yours Sincerely,

PC Edwin Sear

Police Licensing Team

Metropolitan Police Service

Email: SNMailbox-LicensingCroydon@met.police.uk

Accompanying documents:

1. Statement from PCSO Storey
2. Copy of a police letter given to all the off licenses located on South Norwood High Street together with engagement visits from the police.
3. Copy of letter from March 2023 police visit to 834 London Road, Thornton Heath.



Street view of Beulah Road, Copyright Google 2023.



High strength beer and cider (ABV 8%+) offered for sale in individual cans at 6A High Street, South Norwood



High strength beer and cider (ABV 7.5%+) offered in individual cans at 834 London Rd, Thornton Heath



TERRITORIAL POLICING

Working together for a safer London

**Croydon Borough
Licensing Office**

- **Prevention of Crime and Disorder**
- **Protection of Children from Harm**
- **Prevention of public nuisance**
- **Public Safety**

Addington Police Station
Addington Village Road
Croydon
CR0 5AQTelephone: [REDACTED]
Facsimile: [REDACTED]

Email: [REDACTED]

Re: High Strength Alcohol and related Anti-Social behaviour

Dear Premises Licence Holder,

Police are seeing an increase in anti-social behaviour in South Norwood High Street, this is being directly linked to individuals who are drinking high strength alcohol from off licences within South Norwood High Street. We would consider any beer or cider over 6% ABV to be high strength.

In recent years, we have taken the decision to add an ABV limit to all new licence off licence and supermarket applications, as we find these premises then report less crime and do not have a negative impact on the local community.

We have also received information that alcohol dependant customers, are being provided with alcohol on a have now pay later basis, when they are unable to pay. This is unacceptable and must stop immediately.

Due the impact, this increased anti-social behaviour is having on the local community. We feel it is now time to take action and are therefore in the first instance asking that you all voluntarily introduce a 6% ABV limit on beers and cider.

As you are aware one of the licensing objectives is the Prevention of crime and disorder, if we find that your premises continues to sell these products and we can prove a direct link to your premises, we will review the licence asking the licensing committee to add an ABV limit.

As you can see Croydon Council have already stated in their Statement of Licensing Policy, that an ABV limit is an option for dealing with anti-social behaviour and crime.

5.2.8 - Drugs, violence, anti-social behaviour and theft of customers property are examples of crime and disorder issues which may be addressed by the following examples of recommended management practice being included in operating schedules, having due regard to the type of premises and/or activities –

Other schemes including only purchasing alcohol from authorised wholesalers, not selling certain alcohol types/strengths (**e.g. high strength beers/ciders or single cans above 6% ABV**). Restricting sales on certain alcohol types (e.g. miniature spirits), allowing a 'track and trace' identifier, on products so Police/Trading Standards can identify which off-licence seized alcohol is from, signing up to local responsible retailer schemes

We look forward to using this opportunity as a means of improving South Norwood High Street.

The Metropolitan Police as a Responsible Authority under the Licensing Act 2003 reserves the right to initiate a Review of your Premises License and take enforcement action with reference to the commission of offences under the 'Act'

If I can be of any further assistance to either of you please let me know.

Regards

PC Zoe Garrod and PC Chris Woods
Croydon Licensing Team



A3



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

**Croydon Borough
Licensing Office**

Mr. Velauthampillai Sajeevan

G1 Food and Wine
834 London Road
Thornton Heath
Surrey
CR7 7PA

Croydon Police Station
71 Park Lane
Croydon
CR9 1BP
Telephone: 0208 649 0172
Facsimile: 0208 649 0186

Email: Zoe.garrod@met.police.uk

- **Prevention of Crime and Disorder**
- **Protection of Children from Harm**
- **Prevention of public nuisance**
- **Public Safety**

13th March 2023

05/02959/LIPREM

Re: Compliance Visit 13th March 2023

Dear Mr. Velauthampillai Sajeevan

On Monday 13th March 2023 I attended G1 Food and Wine, 834 London Road, Thornton Heath, CR7 7PA with my colleagues PC Edwin Sear and PC Chris Woods. The purpose of our visit was to carry out a compliance inspection of your premises licence 05/02959/LIPREM. The licence was issued to you by Croydon Council on 19th August 2005 and contains 4 conditions under Annex 2.

Whilst at the premises we spoke with you on the phone and discussed the conditions below, training records and refusal register were not on site. And the member of staff working was not able to operate the CCTV. Can I remind you of the conditions on your premises licence-

- 1. A cctv (closed circuit television system) is installed at the premises and operated at all times licensable activities are taking place. Recordings shall be kept for a minimum of 30 days and made available to Police and authorised Council officers, in useable form, on request.**
- 2. A refusals/incident book is kept at the premises to record all occasions when the sale of alcohol is refused and the reason why. The refusals book shall be available for inspection by Police and authorised Council officers on request.**

3. **All staff employed at the premises are trained with regard to the Law relating to the sale of alcohol. Refresher training to be provided and records of that training to be made available to Police and Council officers on request.**

Can you please email me copies of your staff training records and refusals book, and a screen shot of your CCTV from 30 days ago to show it is recording for the correct amount of time.

For the safety of your staff and members of the public can you please ensure you always have someone on the premises who can operate the CCTV.

I must advise you that to conduct a sale of alcohol in breach of premises licence conditions is an offence under section 136 of The Licensing Act 2003. You should therefore cease conducting sales of alcohol until you are compliant with all the conditions on your premises licence.

The Metropolitan Police as a Responsible Authority under the Licensing Act 2003 reserves the right to initiate a Review of your Premises License and take enforcement action with reference to the commission of offences under the 'Act'

If I can be of any further assistance to either of you please let me know.

Regards

Zoe Garrod PC801ZD
Licensing Officer
Croydon Police Station
07900 160144
020 8649 0043

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WITNESS STATEMENT

Criminal Procedure Rules, r 27. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B

URN

Statement of: Deborah Storey

Age if under 18: over (if over 18 insert 'over 18') Occupation: Police Community Support Officer

This statement (consisting of _____ page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false, or do not believe to be true.

Witness Signature: Date: 07/06/2023

I have been employed by the Metropolitan Police Service as a Police Community Support Officer for over 15 years. In all of that time I have been attached to the Thornton Heath Safer Neighbourhood Team.

This is a redacted copy for publishing purposes and is CONFIDENTIAL

This statement is in relation to a new premises licence application for 100 BEULAH ROAD, THORNTON HEATH. My statement must relate to at least one of the licensing objectives which are:-

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm.

BEULAH ROAD is not covered by a PSPO and has NO Council CCTV covering the location.

100 BEULAH ROAD is a convenient store situated directly next to BEULAH JUNIOR SCHOOL. This store has already come to the notice of the THORNTON HEATH SNT as we were asked to visit the store due to them having issues with secondary school children shoplifting. When asked to download images so officers could see the school badge logo they were unable to do this due to a technical issue. On the occasions we visited the store there was one female assistant present.

BEULAH ROAD, THORNTON HEATH is a mixture of residential properties and commercial. The road is split in half by PARCHMORE ROAD. The east side is residential and also has a garage and part of the PARCHMORE ROAD GP SURGERY.

The west side starts from number 54 up to 128 on one side of the road and from 51 up to 145 on the other side of the road. The commercial premises are between 54 and 100 and 51 to 77. A short section of the east side, approximately 150m is where the anti-social behaviour occurs. The anti-social behaviour poses a safety concern, particularly for women and girls. The ASB is affecting the quality of life of the local residents and others using or moving through the location.

The gathering of groups of males results in unreasonable noise (individuals with sound systems and from vehicle sound systems) and harassment, the majority of which is misogynistic, verbal and aimed at women. This information was collated using STREET

Witness Signature:

Signature Witnessed by Signature:

A3

Continuation of Statement of:

SAFE an online portal that allows individuals to report locations where they do not feel safe. The consumption of alcohol is prevalent and drug use is suspected. The males are consuming alcohol bought from the local shops. Shop keepers feel intimidated into selling the alcohol to them. The males use vehicles that park on the pavement to place the drinks on and as a shield to gather behind.

Conduct is persistent, evidenced through, calls to Police from residents, anonymous feedback from individuals and as directly witnessed by Safer Neighbourhood officers. There are two distinctive groups. The main group are older males aged from 30+ the second group are males between the ages of 15 – 18. The males also stand in recessed doorways.

This behaviour occurs all year round but is most prevalent in the summer months where the groups will be noticeably larger.

These groups predominately gather outside of premises that sell alcohol.

The older group appear to gather for social reasons. Some do not reside locally and use cars to travel to the location. The younger group are more likely to be all local and all boys.

The location has poor lighting and over hanging trees and a high volume of fast food outlets. There is a lack of parking enforcement with cars parking on the pavement, on double yellow lines and zig zags. Litter is a constant, especially empty beer cans and bottles.

Last summer the Safer Neighbourhood Team and Croydon Council were sent emails and mobile phone footage nearly every day by aggrieved residents.

Recently THORNTON HEATH SNT had two AIRSPACES running at the same time, one for each side of the road.

In recent years there have been a number of serious incidents as documented below.

CAD 219/21SEP22 Section 18 at a residential address in BEULAH ROAD – knives, a pistol and fake money found.

CAD 3897/08JAN22 – Stabbing

28/10/2020 a Section 23 MDA warrant was executed at a commercial address. Drugs and firearms found at the location. On 05/03/2023 the location was holding an unlicensed event and was subsequently warned by Croydon Council.

15/06/2019 a section 23 MDA warrant was executed at a commercial address.

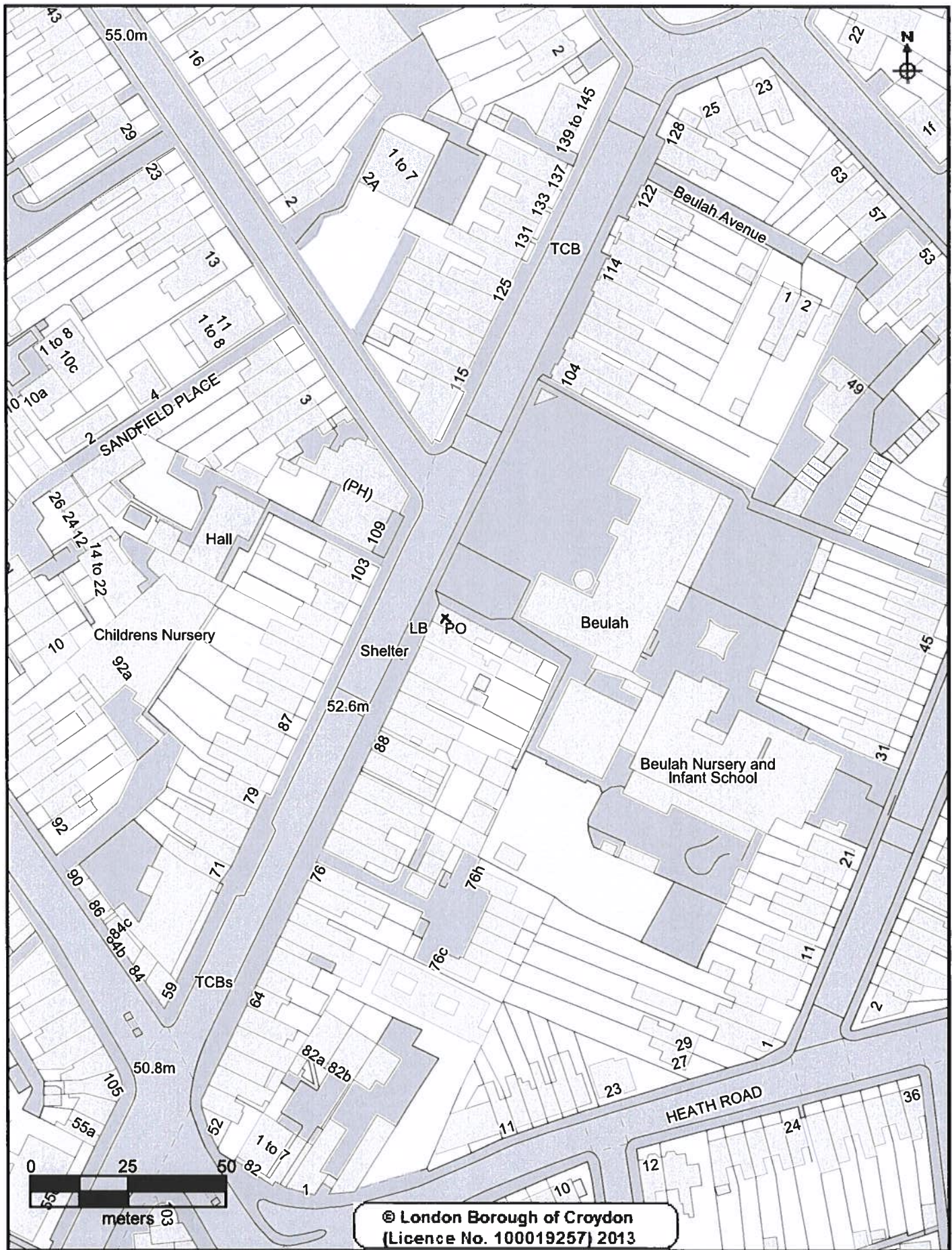
CRIS 3822868/19 03/08/2019 outside of a takeaway food outlet – victim stabbed in his arm as male attempted to steal his moped.

Ongoing noise issues with a commercial property on BEULAH ROAD.

Many cases of known class A drug users, using stolen cards to buy cigarettes and alcohol

Witness Signature:

Signature Witnessed by Signature:.....



CROYDON
www.croydon.gov.uk

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London Borough Croydon

Scale 1:1250

16-Jun-2023



X = 100 BEULAH ROAD