



Crown copyright and database rights 2025 OS AC0000849991



I want to apply for a

Premises licence

Are you an agent?

No - I'm applying for myself

Does the premises have a name?

No

What is the address or location?53 Mill Lane
NW6 1NB
London**What is the type of premises?**

Shop

Describe the area it is situated in

Residential

Describe the layout of the premisesStreet One floor On a road of shops like
laser clinic, nail salons, dog grooming,
pharmacy and cafes**Copy of the premises plans**

- 53MillLaneWestHampstead,NW61NB.pdf

Tell us about the premises business hours

Day	Start time	End time
Monday	07:00	23:00
Tuesday	07:00	23:00
Wednesday	07:00	23:00
Thursday	07:00	23:00
Friday	07:00	23:00
Saturday	07:00	23:00
Sunday	08:00	22:30

Are there any seasonal variations for the premises opening times?

No

Is the premises open to the public at times other than those listed?	Yes
What are the other times?	Same times
Is the premises an open space?	No
Is the premises currently under construction?	No
How many people are expected to attend the premises at any one time?	Less than 5000 people
Will the premises be exclusively or primarily used to sell alcohol?	Yes
How are you applying for a premises licence?	As a limited company

Business details

What is the company registration number	16380544
Name of business	SSA Kaur Limited
Name and address	53 Mill Lane NW6 1NB London
Email address	[REDACTED]
Telephone number	[REDACTED]

How long do you want your premises licence for?	Permanently
When do you want your licence to start?	As soon as possible

Activity you wish to licence

j. Supply of alcohol

Alcohol supply

Day	Start time	End time
Monday	09:00	23:00
Tuesday	09:00	23:00
Wednesday	09:00	23:00
Thursday	09:00	23:00
Friday	09:00	23:00
Saturday	09:00	23:00
Sunday	11:00	22:30

Where will the supplied alcohol be consumed?

On the premises

Are there any seasonal variations for the activity?

No

Will the activity take place at times other than those listed?

No

DPS details**Does your designated premises supervisor (DPS) currently hold a personal licence?**

Yes

Was their personal licence issued by Camden?

No

Personal licence number

[REDACTED]

Issuing local authority

[REDACTED]

First name

Gurmeet

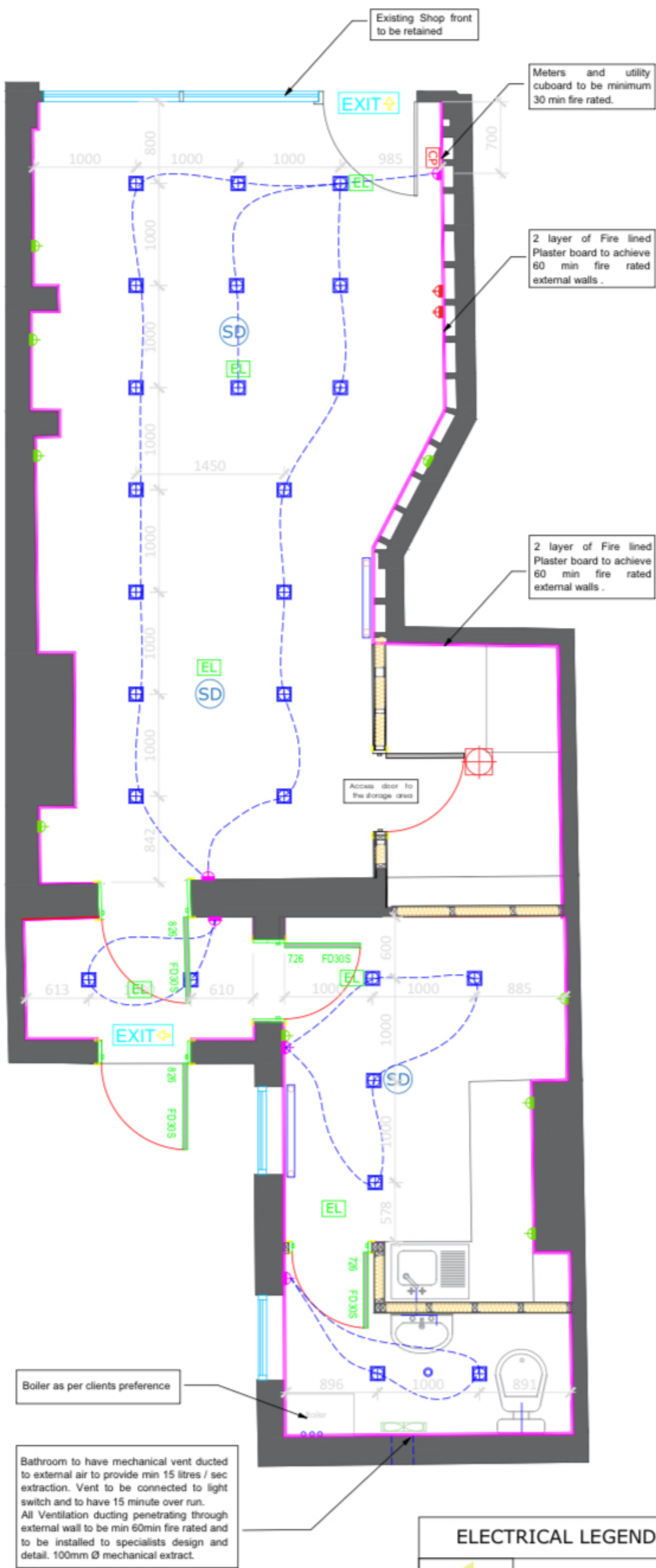
Last name	Madan
Address	45 CLIFTON ROAD SOUTHALL UB2 5QP
Signed Copy of the Designated Premises Supervisor (DPS) consent form	<ul style="list-style-type: none">• DPSSIGNED.docx
Will there be any activities associated with the premises which may give rise to concern in respect of children?	No
The prevention of crime and disorder	We will install a high-quality CCTV system that covers all entry and exit points, maintain clear visibility into the premises, and train all staff to refuse service to intoxicated or aggressive individuals. We will also work closely with local police and comply with Challenge 25 policies.
Public safety	Emergency exits will be kept clear and well-signposted at all times. Fire safety equipment will be regularly maintained, and all staff will receive basic safety training, including how to respond to emergencies.
The prevention of public nuisance	We will ensure all deliveries and waste collections are done at appropriate hours. We will display signage asking customers to leave the premises quietly and ensure no noise escapes from the shop outside opening hours.
The prevention of children from harm	We will enforce the Challenge 25 policy, require all staff to check valid ID, and refuse alcohol sales to underage individuals. Staff will be trained to recognize signs of underage purchasing attempts and record refusals in a logbook.

About this form

Issued by	Camden Town Hall Judd Street London WC1H 9JE
Contact phone	020 7974 4444
Form reference	Ref. no. 129014

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ELECTRICAL LEGEND	
	INTERNET POINT
	LIGHT SWITCH
	13 A DOUBLE SOCKET
	13 A SINGLE SOCKET
	RECESSED LIGHT
	CEILING LIGHT
	MOTION SENSOR
	SMOKE DETECTOR
	EMERGENCY LIGHT
	CONTROL PANEL - FIRE
	EXHAUST FAN
	HEAT DETECTOR
	RADIATORS



Email - planning@udex.co.uk
Address - 48 Olympic Way, London, HA9 0HS, UK

NOTES :

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When printing off PDF's, check that the drawings are printed to correct paper size and scale.
For planning purposes, it is sufficient to scale from this drawing using the scale bar provided. This drawing is to be read in conjunction with the existing and proposed drawing and standard notes.

Documents should be used as to the drawing status described

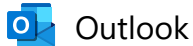
Property owner to ensure that all aspects of the "party wall etc., act 1996" are complied with prior to any works commencing on site.

Client to be aware of CDM duties and appoin/act as appropriate.

BUILDING REGULATIONS



CLIENT		
Mr Douglas Stevenson		
SITE		
53 Mill Lane, London, NW6 1NB		
DRAWING TITLE		
Commercial unit		
DRAWINGS STATUS		
Building regulations		
SCALE	DATE	DRAWN
As Noted @ A3	May 2024	Z.A
CHECKED	REVISION	
S.K.	1	
DRAWING NO.		
1		



Re: SSA Kaur Ltd 53 Mill Lane NW6

From GSA Limited [REDACTED]

Date Fri 04/07/2025 01:16

To Peter Agbley [REDACTED]

Cc Sarah Fearon-Hales [REDACTED]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi,

these conditions will also be accepted and we agree
To train all front of house staff and agree to the condition below

- 1. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), "Ask for Angela", and drink spiking awareness. Records of staff training shall be provided to an authorised officer upon request.*

Kind regards,
Simranjeet

Sent from [Outlook for iOS](#)

From: Peter Agbley [REDACTED]

Sent: Friday, July 4, 2025 2:14:41 PM

To: [REDACTED]

Cc: Sarah Fearon-Hales [REDACTED]

Subject: FW: SSA Kaur Ltd 53 Mill Lane NW6

Dear Sirs,

I write regarding the above premises licence application. After careful consideration, the Licensing Authority (Responsible Authority) would like to propose the following condition be included on the licence.

Should these condition be accepted and incorporated into the licence, we do not intend to make a formal representation against the application.

- 1. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), "Ask for Angela", and drink spiking awareness. Records of staff training shall be provided to an authorised officer upon request.*

We believe these conditions will help mitigate potential risks related to the premises' operation and contribute positively to the safety and welfare of patrons and the surrounding community.

Please confirm if these conditions can be accepted or if further discussion is required.

Kind regards,
Peter Agbley
Licensing Team Leader

Telephone: [REDACTED]

From: [REDACTED]

Sent: 30 June 2025 13:08

To: [REDACTED]

Subject: SSA Kaur Ltd 53 Mill Lane NW6

Hi Simranjeet and Gurmeet,

Thank you for the application for as premises licence, reference no. 129014.

Following on from our conversation last week, I've attached the following conditions:

- The premises licence holder shall ensure that CCTV cameras and recorders are installed at the premises and are of a standard acceptable to and approved by the Police.
- The system shall be maintained in good working order and at all times the premises is open to the public, be fully operational covering both internal and external areas of the premises to which the public have access.
- The CCTV camera views are not to be obstructed.
- At least one CCTV camera is to be placed no more than seven feet above floor level; near to the exit in order to capture clear facial images of all persons leaving the premises.
- The medium on which CCTV images are recorded shall be of evidential quality; stored securely; shall be retained for a period of 31 days; and be available for inspection by the Police or Local Authority upon request.
- At all times when the premises are open for the purposes of licensable activities, a suitably trained member of staff shall be present to assist the Police or an authorised officer in obtaining the CCTV footage.
- Copies shall be made available within 48 hours to the Police or Local Authority, upon request.
- Staff working at the premises shall be trained in the use of CCTV and a log will be kept to verify this.
- Signs must be displayed in the customer areas to advise that CCTV is in operation.
- The licensee will ensure that staff are trained, as appropriate, in respect of relevant Licensing Law; crime scene best practice and upon the sale of alcohol to drunks and to persons underage.
- A Challenge 25 policy will be enforced, where any person reasonably looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. The only acceptable forms of identity will be those with photographic identification documents recognised in the Home Office guidance; including passports, photo-card driving licence or proof of age card bearing the PASS hologram.
- Police must be called to incidents of violence and/or disorder where appropriate.
- The premises licence holder shall not sell super strength beer, lager or cider with an alcohol content above 6% ABV or greater. This restriction shall not apply in respect of specialist branded premium priced products, for example Craft ales, local or micro-brewery specialist products, boxed gifts or national celebratory/commemorative beer, lager or cider with alcohol content of 6% ABV or greater.
- All alcohol in the public parts of the premises shall be kept in display units. All display units for alcohol will have metal shutters.

- Shutters will be locked at the end of permitted hours for the sale of alcohol and shall not be opened again until the start of permitted hours the following day.
- No alcohol to be stored beneath the serving counters at any time.
- A personal licence holder to be present at the venue at all times when the venue is open during licensed hours.
- Alcohol shall not be sold in an open container, be opened in the premises, or be consumed in the premises.
- A visible sign to be in place reminding customers that Camden Borough is a Controlled Drinking Zone and alcohol must not be consumed in the street.
- Signage shall be displayed in a prominent position on the premises requesting that customers leave quietly.
- A sign shall be displayed at the point of sale stating “No Proof of Age - No Sale”.
- An incident book/refusal book to be maintained and ready for immediate Police and Council inspection , upon request.
- All products to be paid for in full at the point of sale. No ‘credit’ to be offered to any customers.
- Management shall issue written staff instructions in relation to their actions at the daily cessation of licensable activities, in order to ensure that no sales occur after the licensed hours. An accurate record of staff receiving such instructions will be made available to Police/Council authorities immediately upon request.
- All staff employed at the premises will have UK right to work status checked, once passed that stage they shall be offered employment and regular checks shall be completed and documented to ensure compliance.
- The Premises Licence Holder and/or Designated Premises Supervisor shall not purchase any alcohol goods from door to door sellers.
- The Premises Licence Holder and Designated Premises Licence Holder shall ensure alcohol is only purchased from an authorised wholesaler and shall produce receipts for the same upon request for inspection. (An authorised wholesaler means an established warehouse or trade outlet with a fixed address and not a van or street trader, even if they claim they are part of, or acting on behalf of, an authorised wholesaler who provides full itemised VAT receipts).
- The Premises Licence Holder and Designated Premises Supervisor shall ensure persons responsible for purchasing alcohol do not take part in any stock swaps or lend or borrow any alcohol goods from any other source unless the source is another venue owned and operated by the same company who also purchase their stock from an authorised wholesaler.
- Prominent signs shall be displayed at all entrances to the premises stating the premises will not buy goods from any caller to the premises. The signs shall be displayed regardless of whether public access is permitted at that entrance.
- The Premises Licence Holder shall ensure all receipts for alcohol goods purchased include the following details:
 - I. Seller’s name and address
 - II. Seller’s company details, if applicable
 - III. Seller’s VAT details, if applicable
 - IV. Vehicle registration detail, if applicable
- Legible copies of the documents referred to in Condition X above shall be retained on the premises and made available for inspection by Police and authorised Council Officers on request.
- Copies of the documents referred to in Condition X above shall be retained on the premises for period of not less than twelve months.

- An ultra violet light shall be purchased and used at the store to check the authenticity of all stock purchased which bears a customs stamp.
- Where the trader becomes aware that any alcohol may be not duty paid they shall inform the Police of this immediately.

These are the standard set of conditions that we expect for all off licences on the borough in order to mitigate the issues with crime and disorder.


Please e-mail back if you have any questions or wish to discuss these.

If you agree with all the above, then please e-mail the council licensing team, stating you agree with adding the conditions to your application, CC'ing me in the e-mail as well please.

Kind regards,

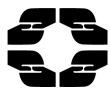
PC Juan GOMEZ 1692CN

Camden Police Licensing Team | Central North BCU

 Metropolitan Police Service
Camden Borough Operational Command Unit
Kentish Town Police Station,
12a Holmes Road,
London
NW5 3AE



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Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	10/07/2025

Making a representation as

As an organisation

Your details**Organisation name**

Councillor

First name

Nancy

Last name

Jirira

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

Town Hall
Judd Street
London
WC1H 9JE

Remain anonymous

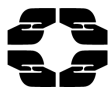
No

Grounds of representation

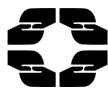
- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

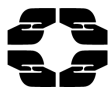
Reason 1. Prevention of crime and disorder
The sale of alcohol is likely to draw an increase of footfall to this part of Mill Lane. As Councillors in Fortune Green we have been plagued by almost weekly thefts of alcohol to all local shops that sell alcohol. I



witnessed one of these thefts. The thief and burgler rushes in either without an accomplice and grabs several spirit bottles and jumps out of the till onto the street very menacingly. The stores' security staff are without fail always quite shaken and cannot physically stop the people stealing in case they put their own safety at risk. Reason 2 - Ensuring public safety 53 Mill Lane is just outside the C11 bus stop. The pavements on this side of Mill Lane are narrow. The street furniture including the bus stop shelter add to the increase threat of public safety for those who use this busy bus stop. It's a stop to the only two pharmacists that cover most of the Fortune Green Ward. The only bus stop for people who are coming to the GPs on Mill Lane and West Hampstead on Solent Road which is opposite to 53 Mill Lane. Pedestrians waiting at the bus stop can no longer feel safe if an alcohol premises is opened on this stretch of Mill Lane. Reason 3 Prevention of Public Nuisance. Noise - increase footfall especially including people purchasing alcohol. This application states that alcohol will be consumed on the premises. Is thus a bar, will food be included or is this a general store which wants to allow people to drink on the premises. It's not clear. The Premises owner has not put the signs. of their application in time, I walk past this address daily to and from work and I never saw any notice of the application.. Above the shops there are flats and residents above the parade as well as neighbours, all testify that they did not see any notices. There is no public parking for the premises. Noise will be generated as people start to



raise their voices when they start to drink alcohol. A condition to limit the noise should be added if the Council goes ahead to grant the alcohol license. Rubbish and litter - Mill Lane has never ending flytipping problems and we are in constant contact with the Council Waste Monitoring teams. Having a premises selling alcohol to consume on the premises will add to the woes of people living here and those visiting their doctors, pharmacies, physios, barber, breakfasting at Mill House and other businesses. 4 food outlets already. Car parking - there is none here. It's all residential on Mill Lane and streets along Mill Lane. Driveways - No houses for addresses have Driveways. Local residents associations and local-several residents and businesses have got in touch with me to express how surprised not to have seen nor been sent any notifications of the license application which is a requirement when applying for a license. I as a Councillor was not contacted by this alcohol license applicant. Reason 4. Protection of children from harm This address is on the pathway to several schools on Mill Lane, off Mill Lane and further down in Hampstead Secondary School. The Council has put restrictions on parents driving their children to school so most have taken to walking.. Several children are walked to two nurseries off Mill Lane at L-Etoilles on Fordwych and Mill Lane corner, Mulberry, West Hampstead Healthy School Scheme and Emmanuel Primary schools. Several children whose journeys to and from school would be subjected to alcohol selling premises as a bar or as a general liquor selling premises.



This is very worrying. This on already narrow premises. The alcohol selling premise will definitely pause harm to several children who walk to nearby 5 school.places. This is not absuitable area for an additional premise that sells alcohol.

About this form

Issued by

Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

020 7974 4444

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Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	06/08/2025

Making a representation as

As a business

Your details**Business name**

Dionysus Wines

First name

Adam

Last name

Parlour

Telephone number (optional)**Email address**

[REDACTED]

Address

35 Mill Lane

London

NW6 1NB

Remain anonymous

No

Grounds of representation

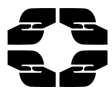
- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Please see letter and image attached.

Supporting documents (optional)

- 1000086275.jpg
- CamdenLicensing-14.07.25.pdf

**About this form****Issued by**

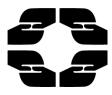
Camden Town Hall
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Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	10/07/2025

Making a representation as

As a business

Your details**Business name**

Bestsave

First name

Deedar

Last name

Singh

Telephone number (optional)**Email address**

[REDACTED]

Address

SUPERSAVE 110 MILL LANE
LONDON
NW6 1NF

Remain anonymous

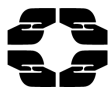
No

Grounds of representation

- prevention of crime and disorder
- prevention of public nuisance

Details of representation

Dear sir/madam I own the convenience store on mill lane/corner of Sumatra road, from the past 2 years or so there has been too many business that have been granted alcohol license on mill lane which made things already hard for Our business. If there is opening of another off-licence we would be out of business, as there is already another on the same road. Having three off-licenses on one road does not make sense that too with radius of less than



0.2 mile. Not counting the pubs/bars /restaurants that already have alcohol licences. Already too many incidents where people have caused nuisance on mill lane from past 2 years have occurred from being drunk. It does not look or will be good for the area to have this many premises that sell alcohol. This person who has applied for the license has stated outside the premissis that they have applied for the license on the 24th june and the representation ends on 7th july? Which is unlawful because their has to be 28 day period allowance. On the camden website it states they applied on the 10th of june. As you can see the person has purposely done this so people have had less time to look in to this and which we found out today ourselves. If this what this person represents and has started with then i don't think they will be good enough to represent this area and our little community of west Hampstead. From my call to the councillor today this should have been done on a blue paper which they have ignored as-well. Hope you take everything into consideration and refuse the license. Many thanks

Supporting documents (optional)

- 7ed0d225-399d-41d9-9a77-c76db71e5d1e.jpeg

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Camden Town Hall
Judd Street
London



WC1H 9JE

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Licensing Act 2003

Notice of application for Premises Licence

Notice is hereby given that SSA Kaur Limited
has applied to the London Borough of Camden on Tuesday 24th June 2025
for the grant of a premises licence to use the premises at:
53 Mill Lane, NW6 1NB

for the provision of regulated entertainment / provision of late night refreshment / for the sale by
retail of alcohol, Monday to Sunday 07:00 to 23:00.

Or to vary the licence in respect of the hours / accommodation / to include the provision of
regulated entertainment / to include the provision of late night refreshment / to include the sale by
retail of alcohol.

Any person who wishes to make a representation in relation to this application must give notice in
writing of his/her representation by 7th July 2025 stating the grounds for making said
representation to the:

London Borough of Camden Licensing Authority
5 Pancras Square
C/o Town Hall
Judd Street
London WC1H 9JE
or email to: licensingrepresentation@camden.gov.uk

The register can be viewed online by visiting www.camden.gov.uk and following the links.
Members of the public who do not have access to the Internet can use a computer to view the
applications at 5 Pancras Square, London N1C 4AG.

Representations must be received by the licensing authority by the date given above. The
Licensing Authority will have regard to any such representation in considering the application.

It is an offence, under section 158 of the Licensing Act 2003, to knowingly or recklessly make a
false statement in or in connection with an application for a premises licence and the maximum
fine on being convicted of such an offence is £5000.



Mr Kiyur Kumar Patel
Ann's Community Shop and Post Office
44-46 Mill Lane
London NW6 1NJ

Date: 4 July 2025

London Borough of Camden
Licensing Authority
5 Pancras Square
C/o Town Hall
Judd Street
London
WC1H 9JE

Dear Sirs


Re: Licence application by SSA Kaur Limited - 53 Mill Lane, NW6 1NB

I write on behalf of Ann's Community Shop and Post Office at 44-46 Mill Lane. Our premises has an off-licence, but we have chosen not to trade in alcohol due to the existing high level of provision in the area and the historical incidence of alcohol-related abuse locally.

Furthermore, there are a few schools in very close proximity to the premises and in my view this raises serious concerns regarding the appropriateness of adding another licensed outlet in this locality.

I respectfully request that the Licensing Authority takes these points into account when considering this application.

Yours faithfully,


Mr Kiyur Kumar Patel
Manager - Shop & Post Office

CENTRAL MAIL ROOM

08 JUL 2025

RECEIVED



Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	06/08/2025

Making a representation as

As an individual

Your details**First name**

Mellissa

Last name

Ng

Telephone number (optional)**Email address**

[REDACTED]

Address

Flat A
 23 Sumatra Road
 London
 NW6 1PS

Remain anonymous

No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Please see attached letter.

Supporting documents (optional)

- ObjectionstoApplication-53MillLane(MN).pdf

**About this form****Issued by**

Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

020 7974 4444

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Melissa Ng
23a Sumatra Road
London
NW6 1PS

Camden Council
Licensing Team

14th July 2025

Dear Sir/Madam,

Objection to Off-Licence Application - 53 Mill Lane, London NW6 1NB
Application reference: APP\PREMISES-NEW\129014

I am writing to formally object to the application for an off-licence at the above-mentioned premises. I believe granting this licence will negatively impact our community and I urge the council to consider my concerns as set out below.

1. Impact on Community Safety

The presence of an off-licence significantly increases the risk of alcohol-related disturbances, including vandalism, noise, abusive and rowdy behaviour. Given that the hours proposed in the application for the sale of alcohol are from 9am until late, this is of significant concern, particularly as there are already unsavoury characters that pass through Mill Lane, using it as a thoroughfare between West End Lane and Shoot-up-Hill. This will just be exacerbated by increased alcohol availability. Attracting these characters to the area and such disturbances threaten the peaceful enjoyment of our neighbourhood and will lead to residents feeling unsafe.

There are also a lot of children who pass through Mill Lane due to the nurseries and schools in the area and, again, an off-licence situated on that end of the street (which is the busiest as far children are concerned) is going to have an adverse impact. As a parent, I would not feel comfortable for my toddler to walk on that side of the road, particularly if there are people loitering around to purchase cheap alcohol during the day.

2. Potential for Increased Crime and Anti-social Behaviour

The convenience of an off-licence can attract late-night activity, which may disturb residents and disrupt the local peace. There is also the potential for alcohol-fuelled conflicts and disturbances resulting in higher rates of petty crime, theft and antisocial behaviour, not to mention street drinking and littering. These issues will not be limited to the evenings as the application is for the sale of alcohol from 9am to 11pm.

Further, granting another alcohol licence in this area undermines efforts to promote public health. It sends the wrong message about the council's commitment to reducing alcohol-related harm in the community, especially in areas already well served by alcohol retailers.

3. Traffic and Parking Issues

The increased availability of alcohol will lead to a rise in customer visits, which could result in additional traffic congestion and parking difficulties along Mill Lane. This is already an issue as the street faces parking pressures and congestion, and more visitors stopping to purchase alcohol at all hours of the day given the requested hours for the sale of alcohol could further restrict access for residents, delivery vehicles and emergency services - as an example, Mill Lane is heavily used by West Hampstead Fire Station.

4. Procedural Concerns Regarding Consultation and Application Process

I would also like to highlight that the applicant has failed to follow the correct procedural requirements in relation to the application in question. Specifically, the notice displayed in the window of the premises stated that the application was made on 24th June 2025, with the consultation period ending on 7th July 2025, hence the consultation period was unduly shortened thereby depriving residents and local stakeholders from having a fair and reasonable opportunity to respond and make their views known. Proper consultation is essential for ensuring community engagement and transparency and the failure to adhere to these procedures undermines confidence in the licensing process.

In summary, I believe that the granting of this licence would be incompatible with the welfare of our community. As someone who has lived in the area since the late 70's, I can see no identifiable benefits to the local community as Mill Lane already has a sufficient number of off-licences and shops selling essential goods. The addition of yet another would be redundant and offers nothing of value to residents. On the contrary, it risks undermining the sustainability of existing local businesses and poses a risk to the safety, security and wellbeing of the local residents.

I, therefore, kindly request that the council refuse the application as it fails to meet the licensing objectives of preventing public nuisance and crime and disorder, promoting public safety and protecting children from harm.

Thank you for your time.

Yours sincerely,

A black rectangular box redacting the signature of Mellissa Ng.

Mellissa Ng LLB (Hons)



Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	10/07/2025

Making a representation as

As a business

Your details
Business name

MISTRY OF HAMPSTEAD

First name

Mandeep

Last name

kapoor

Telephone number (optional)
Email address

[REDACTED]

Address

 365 West End Lane
 London
 NW6 1LP

Remain anonymous

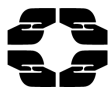
No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Dear Sir/Madam, I am writing to formally object to the new premises licence application for an offlicence at 53mill lane, submitted to Camden Council. 1. Undermining Licensing Objectives Under the Licensing Act 2003 and Camden's Statement of Licensing Policy, all



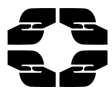
representations must explicitly address how a proposed licence would affect at least one of the four statutory licensing objectives: • Prevention of crime and disorder • Public safety • Prevention of nuisance • Protection of children from harm

2. Cumulative Impact Area (Camden Town CIP) The proposed premises lies within the Camden Town Cumulative Impact Policy area, where there is a rebuttable presumption to refuse new licences unless applicants convincingly demonstrate no additional burden on crime, disorder, or nuisance. Despite recent review efforts, that presumption still applies here .

3. Crime, Disorder & Public Safety Concerns Camden's Licensing Committee has flagged crime and disorder issues within the CIP—particularly late at night—citing risks to safety and the amplification of nuisance . Nearby developments such as Arlington House increase the risk of congregations and alcoholrelated incidents.

4. Public Nuisance and Environment The high density of alcohol outlets in Camden Town has long been cited as exacerbating littering, noise, street drinking, and pressure on policing, transport, and streetcleaning services . Allowing another licence so close to mine would exacerbate these issues and diminish the area's character.

5. Children and Vulnerable Persons Multiple offlicences in close proximity—particularly without robust ageverification and responsible sales—heighten the risk of underage sales and exposure of vulnerable residents to alcohol misuse. This individual has only put the notice up 2 days ago and has lied about the date of the application as you can see from the Camden's website to the picture



attached; which is unlawful. Request to the Licensing Authority Given these concerns, I respectfully request that the Council consider the following actions: Refuse the licence application under the cumulative impact presumption Please confirm receipt of this objection. Do not hesitate to contact me for any further information. Thank you for your attention and careful consideration.

Supporting documents (optional)

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About this form
Issued by

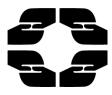
Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

020 7974 4444

Data protection

No personal information you have given us will be passed on to third parties for commercial purposes. The Council's policy is that all information will be shared among officers and other agencies where the legal framework allows it, if this will help to improve the service you receive and to develop other services. If you do not wish certain information about you to be exchanged within the Council, you can request that this does not happen.



Representation	
Premises name	SSA Kaur Limited
Application reference number	APP\PREMISES-NEW\129014
Last date for representation	10/07/2025

Making a representation as

As an individual

Your details**First name**

Silas

Last name

Kendall

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

Flat 1st And 2nd Floor
 55 Mill Lane
 London
 NW6 1NB

Remain anonymous

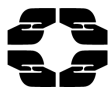
No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Noise, like car doors slamming, loud talking, litter and general disturbance from patrons leaving the premises at 11pm, having been drinking, will be a significant nuisance to local residents. The pavement outside is narrow for patrons to gather and smoke and may impact on public safety, especially given the hours of opening when parents



and children frequently walk past coming back from school or waiting for the C11 bus. A licenced premises can also lead to an increase in crime and disorder. People at the C11 bus stop (directly outside No.53) may feel intimidated by people who are outside smoking and drinking, particularly in the evening. No 53 is a small establishment (42m²), and it is a concern if queues form on the pavement outside by the bus stop. There may be conflict with the people waiting for the bus and pedestrians walking past. It may create anti-social behaviour. Mill Lane is a quiet residential street at night. The use of alcohol in such a small establishment is bound to increase the amount of noise particularly at night as the license application proposes the business hours to be 7am until 11pm every night, 365 days of the year. Inevitably people will spill out either to the front of the shop or the rear garden (both hard surfaces that could be used for patrons to continue drinking, smoking and talking). This will cause considerable disturbance to residents who have bedrooms at the front, rear and close proximity to No.53. Mill Lane already has a high concentration of licensed premises. Nearby West End Lane has an abundance of pubs and bars - more than enough to satisfy the residents of West Hampstead and surrounding areas.

About this form

Issued by

Camden Town Hall
Judd Street



London
WC1H 9JE

Contact phone

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94 Mill Lane

London

NW6 1NH

By Royal Mail Special Delivery

Licensing Authority
London Borough of Camden
Licensing Team
5 Pancras Square
C/o Town Hall
Judd Street
London WC1H 9JE

CENTRAL MAIL ROOM**08 JUL 2025****RECEIVED**

04 July 2025

Dear Sirs,

**Representations concerning premises licence application(s) by SSA
Kaur Limited, 53 Mill Lane, NW6 1NB**

I write to formally object to the above-mentioned premises licence application(s) under the Licensing Act 2003. I respectfully ask that you take into account the following grounds of concern when considering this application:

1. Traffic and Parking Impact

Granting the licence could lead to increased customer numbers, causing congestion, parking pressure, and potentially unsafe pedestrian conditions in the area.

2. Impact on Vulnerable Groups

There are vulnerable groups within the vicinity, including schools, community centres, and potentially addiction support services, whose work could be adversely affected by another alcohol retailer nearby.

3. Inadequate Management Plan

There is no clear evidence that the applicant has robust measures in place to address the prevention of disorder, the control of noise, the management of customer dispersal, or other safeguarding arrangements for the wider community.

4. Business Diversity

The addition of yet another licensed premises may harm the balance of different commercial uses on Mill Lane, potentially undermining the area's character and the diversity of businesses.

5. Price-Driven Alcohol Misuse

From experience, an over-saturation of competing alcohol vendors often results in downward price pressure, encouraging irresponsible consumption and thereby increasing the likelihood of drink-related anti-social behaviour and harm.

6. Cumulative Impact

The locality are already experiencing a concentration of licensed premises, and further licences could add to cumulative negative effects on local amenity and public order.

7. Public Safety

The increased availability of alcohol at these premises may contribute to anti-social behaviour or crime, placing further strain on police resources and undermining local public safety.

8. Planning Conflicts

The proposed licensing activity may not align with existing planning permissions for the premises, giving rise to potential conflicts between planning and licensing controls.

9. Noise & Disturbance from Deliveries

Licensed premises often require early-morning or late-night deliveries and waste collections, which could create unreasonable disturbance for local residents.

For these reasons, I respectfully request that the Licensing Authority gives these concerns serious consideration and refuses the application.

Yours faithfully,

[Redacted Signature]

Sunil K Radia

The Building Guidance Partnership

Telephone [Redacted]

www.theBGP.co.uk

Conditions consistent with the operating schedule

Police and Applicant agreed conditions

1. The premises licence holder shall ensure that CCTV cameras and recorders are installed at the premises and are of a standard acceptable to and approved by the Police.
2. The system shall be maintained in good working order and at all times the premises is open to the public, be fully operational covering both internal and external areas of the premises to which the public have access.
3. The CCTV camera views are not to be obstructed.
4. At least one CCTV camera is to be placed no more than seven feet above floor level; near to the exit in order to capture clear facial images of all persons leaving the premises.
5. The medium on which CCTV images are recorded shall be of evidential quality; stored securely; shall be retained for a period of 31 days; and be available for inspection by the Police or Local Authority upon request.
6. At all times when the premises are open for the purposes of licensable activities, a suitably trained member of staff shall be present to assist the Police or an authorised officer in obtaining the CCTV footage.
7. Copies shall be made available within 48 hours to the Police or Local Authority, upon request.
8. Staff working at the premises shall be trained in the use of CCTV and a log will be kept to verify this.
9. Signs must be displayed in the customer areas to advise that CCTV is in operation.
10. The licensee will ensure that staff are trained, as appropriate, in respect of relevant Licensing Law; crime scene best practice and upon the sale of alcohol to drunks and to persons underage.
11. A Challenge 25 policy will be enforced, where any person reasonably looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. The only acceptable forms of identity will be those with photographic identification documents recognised in the Home Office guidance; including passports, photo-card driving licence or proof of age card bearing the PASS hologram.

12. Police must be called to incidents of violence and/or disorder where appropriate.
13. The premises licence holder shall not sell super strength beer, lager or cider with an alcohol content above 6% ABV or greater. This restriction shall not apply in respect of specialist branded premium priced products, for example Craft ales, local or micro-brewery specialist products, boxed gifts or national celebratory/commemorative beer, lager or cider with alcohol content of 6% ABV or greater.
14. All alcohol in the public parts of the premises shall be kept in display units. All display units for alcohol will have metal shutters.
15. Shutters will be locked at the end of permitted hours for the sale of alcohol and shall not be opened again until the start of permitted hours the following day.
16. No alcohol to be stored beneath the serving counters at any time.
17. A personal licence holder to be present at the venue at all times when the venue is open during licensed hours.
18. Alcohol shall not be sold in an open container, be opened in the premises, or be consumed in the premises.
19. A visible sign to be in place reminding customers that Camden Borough is a Controlled Drinking Zone and alcohol must not be consumed in the street.
20. Signage shall be displayed in a prominent position on the premises requesting that customers leave quietly.
21. A sign shall be displayed at the point of sale stating "No Proof of Age - No Sale".
22. An incident book/refusal book to be maintained and ready for immediate Police and Council inspection , upon request.
23. All products to be paid for in full at the point of sale. No 'credit' to be offered to any customers.
24. Management shall issue written staff instructions in relation to their actions at the daily cessation of licensable activities, in order to ensure that no sales occur after the licensed hours. An accurate record of staff receiving such instructions will be made available to Police/Council authorities immediately upon request.
25. All staff employed at the premises will have UK right to work status checked, once passed that stage they shall be offered employment and regular checks shall be completed and documented to ensure compliance.

26. The Premises Licence Holder and/or Designated Premises Supervisor shall not purchase any alcohol goods from door to door sellers.
27. The Premises Licence Holder and Designated Premises Licence Holder shall ensure alcohol is only purchased from an authorised wholesaler and shall produce receipts for the same upon request for inspection. (An authorised wholesaler means an established warehouse or trade outlet with a fixed address and not a van or street trader, even if they claim they are part of, or acting on behalf of, an authorised wholesaler who provides full itemised VAT receipts).
28. The Premises Licence Holder and Designated Premises Supervisor shall ensure persons responsible for purchasing alcohol do not take part in any stock swaps or lend or borrow any alcohol goods from any other source unless the source is another venue owned and operated by the same company who also purchase their stock from an authorised wholesaler.
29. Prominent signs shall be displayed at all entrances to the premises stating the premises will not buy goods from any caller to the premises. The signs shall be displayed regardless of whether public access is permitted at that entrance.
30. The Premises Licence Holder shall ensure all receipts for alcohol goods purchased include the following details:
 - I. Seller's name and address
 - II. Seller's company details, if applicable
 - III. Seller's VAT details, if applicable
 - IV. Vehicle registration detail, if applicable
31. Legible copies of the documents referred to in Condition X above shall be retained on the premises and made available for inspection by Police and authorised Council Officers on request.
32. Copies of the documents referred to in Condition X above shall be retained on the premises for period of not less than twelve months.
33. An ultra violet light shall be purchased and used at the store to check the authenticity of all stock purchased which bears a customs stamp.
34. Where the trader becomes aware that any alcohol may be not duty paid they shall inform the Police of this immediately.

Licensing Authority and Applicant Agreed Condition

35. All front of house staff shall be trained in Welfare and Vulnerability Engagement (WAVE), "Ask for Angela", and drink spiking awareness. Records of staff training shall be provided to an authorised officer upon request.

Section 1: Background comments of the Borough Solicitor

- 1.1 The purpose of Camden's Statement of Licensing Policy is to make it clear to applicants that wider considerations will be taken into account when determining applications. It is intended to guide the Licensing Panel when considering licence applications. However, the Licensing Panel must always consider each application on its own merits and allow exceptions to the normal policy where the circumstances of the application justify allowing an exception. The burden is on the applicant to show that they comply with the policy.
- 1.2 Members should only address those matters that have formed the subject matter of relevant representations. Matters that arise that are not the subject of relevant representations fall outside the function that the Panel is exercising when it holds a hearing
- 1.3 Members must determine, having regard for the evidence, whether granting the application for a premises licence will impact adversely on the policy criteria listed in paragraph 3 of this report.
- 1.4 In accordance with the provisions of Part 1 of Schedule 5 of the Act, where a Licensing Authority rejects in whole or in part, an application for a new premises licence, the applicant may appeal against the decision, to a magistrate's court within 21 days of being notified of the decision.
- 1.5 Similarly, where a person who made relevant representations in relation to the application contends that the licence ought not to have been granted, or that different or additional conditions should have been imposed on the licence, he may appeal against the decision to a magistrate's court within 21 days of being notified of the decision.
- 1.6 **The Human Rights Act 1998** incorporates the key articles of the European Convention on Human Rights into domestic law. Decisions on licensing matters are actions of a public authority and must be compatible with Convention rights. Consequently, Members of the Panel must be aware of the rights contained in the Convention (particularly those set out below) when making licensing decisions.
 - (a) **Article 6: Right to a fair trial**
In the determination of his civil rights and obligations, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.
 - (b) **Article 8: Right to respect for private and family life**
Everyone has a right to respect for his or her private life, his home and correspondence.

(c) Article 1 of the First Protocol: Protection of property

Every natural or legal person is entitled to the peaceful enjoyment of his possessions, including a licence. No one shall be deprived of his possession except in the public interest and subject to the conditions provided for by law and by the general principles of international law.

(d) Article 10: Freedom of Expression

Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This Article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

The exercise of these freedoms since it carries with it duties and responsibilities may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health and morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

(e) Article 14: Prohibition of discrimination

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status.

- 1.7 When formulating policy local authorities must have regard to the **Equality Act 2010**. The Act provides protection from discrimination in respect of certain protected characteristics, namely: age, disability, gender reassignment, pregnancy and maternity, race, religion or beliefs and sex and sexual orientation. It places the Council under a legal duty to have due regard to the advancement of equality in the exercise of its powers including licensing powers. Members of the panel must be mindful of this duty when determining all licensing applications.

The section 149 Public Sector Equality Duty

(1) A public authority must, in the exercise of its functions, have due regard to the need to—

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

- (a) tackle prejudice, and
- (b) promote understanding.

(6) Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

1.8 In determining any application, the Council must comply with the public sector equality duty in s.149 of the 2010 Act. This is a duty to have regard to the need to achieve the statutory goals of s.149, rather than to achieve a particular result. The s149 duty sits alongside and does not override statutory requirements in relation to determining licensing applications, including the duty to consider all evidence on its merits and the legislative criteria listed at paragraphs 3 & 4.

1.9 When members have before them representations or other material on issues relevant to s149, even outside the scope of “standard” licensing considerations such material must still be specifically assessed in the context of s149. However, because s149 creates a requirement to “have regard” the fact a matter raised is relevant to s149 will not automatically translate into a reason for refusing an application that would be sustainable in any subsequent appeal, given the legal requirement to determine applications in compliance with licensing legislation.

Section 2: Financial Comments

- 2.1 Following consideration there are no financial implications concerning this application. The Executive Director Corporate Services has been consulted in the preparation of this report and has no further comments to add.