

ENVIRONMENT AND REGENERATION DEPARTMENT
Chris Lee- Director

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**Public Protection Division
Trading Standards Service
London Borough of Merton
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London Road
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My Ref : wk.201705789
Please Ask For: S.Fletcher
Your Ref:
Date: 11 October 2017

Dear Sir

Sleeico Express, 288 London Road, Mitcham, CR4 3NB

I have received a copy of a licence review application brought by the Metropolitan Police in relation to the above premises and wish to make a representation in support of this review.

The Trading Standards Service has concerns on the basis of the following licensing objectives;

- a) the prevention of crime and disorder, and
- b) the protection of children from harm.

Trading Standards have conducted enforcement visits to Sleeico Express, 288 London Rd, Mitcham, CR4 3NB on the following occasions.

May 2016

40 Marlboro Gold cigarettes with non-complaint labelling were found and surrendered.

July 2017

18 packets of cigarettes with non-compliant labelling and illegal moth balls were taken off sale.

Warnings on tobacco products inform people of the health risks of smoking. They can help deter young people from taking up smoking and also help smokers to quit. Written warnings must be in large, clear text that stands out from the rest of

the pack design. Pictorial warnings can be more effective than text only warnings and standardised packaging makes both types of warning more prominent. The cigarettes found on the premises did not comply with these legislative requirements.

For the above reasons, and those highlighted in the review application, the Trading Standards Service has considerable doubts about the suitability of the individuals involved in this business to hold a licence to sell alcohol.

Having regard to all of the circumstances the committee may wish to consider the following measures;

1. Removal of the current Designated Premises Supervisor, Mr Kandiah Arasalingam.
2. Revocation, or suspension of the premises licence for a period of 8 weeks to facilitate the business undertaking a due diligence review of internal procedures to ensure future compliance with the licensing objectives.
3. An additional licence condition requiring that at least two members of staff are present on the premises at all times that alcohol is offered for sale, at least one of whom is a Personal Licence Holder.

I hope that this representation is of assistance to the committee when considering all the circumstances of this review and what, if any, action is appropriate.

Yours faithfully,

John Hillarby
Trading Standards Manager
Chief Inspector of Weights and Measures