

BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	Licensing Sub Committee B
Report of:	Director of Regulation & Enforcement
Date of Meeting:	Tuesday 9th June 2026
Subject:	Licensing Act 2003 Premises Licence – Review
Premises:	7 Star Food and Wine, 105 – 107 Glenpark Road, Alum Rock, Birmingham, B8 3QL
Ward affected:	Alum Rock
Contact Officer:	Bhapinder Nandhra, Senior Licensing Officer, licensing@birmingham.gov.uk

1. Purpose of report:

To consider an application to review a Premises Licence.

2. Recommendation:

To consider the review application and representation received and to determine this matter, having regard to:

- The submissions made by all parties
- The Statement of Licensing Policy
- The Public Sector Equality Duty
- The s182 Guidance

3. Brief Summary of Report:

Review application received on 14th April 2026 from Trading Standards in respect of 7 Star Food and Wine, 105 – 107 Glenpark Road, Alum Rock, Birmingham, B8 3QL.

A representation has been received from West Midlands Police as a responsible authority.

4. Compliance Issues:

4.1 Consistency with relevant Council Policies, Plans or Strategies:

The report complies with the City Council's Statement of Licensing Policy and the Council's Corporate Plan to improve the standard of all licensed persons, premises and vehicles in the City.

5. Relevant background/chronology of key events:

Trading Standards applied on 14th April 2026 for a review of the Premises Licence under Section 51 of the Licensing Act 2003 for 7 Star Food and Wine, 105 – 107 Glenpark Road, Alum Rock, Birmingham, B8 3QL.

A representation has been received from West Midlands Police as a responsible authority, which is attached at Appendix 1.

The Review application is attached at Appendix 2.

The Premises Licence is attached at Appendix 3.

Site location plans are attached at Appendix 4.

When carrying out its licensing functions, a licensing authority must have regard to Birmingham City Council's Statement of Licensing Policy and the Guidance issued by the Secretary of State under s182 of the Licensing Act 2003.

The Licensing Authority is also required to take such steps as it considers appropriate for the promotion of the licensing objectives, which are: -

- a. The prevention of crime and disorder;
- b. Public safety;
- c. The prevention of public nuisance; and
- d. The protection of children from harm.

6. List of background documents:

Copy of the representation from West Midlands Police, Appendix 1
Review Application Form, Appendix 2
Copy of Premises Licence, Appendix 3
Site location plans, Appendix 4

7. Options available

Modify the conditions of Licence
Exclude a Licensable activity from the scope of the Licence
Remove the Designated Premises Supervisor
Suspend the Licence for a period not exceeding 3 months
Revoke the Licence
No Action

Where the authority takes a step to modify conditions or exclude a licensable activity, it may provide that the modification or exclusion is to have effect for only such period (not exceeding three months) as it may specify.

From: bw licensing
Sent: 22 April 2026 07:58
To: Licensing
Cc: Martin Williams
Subject: FW: [External]: RE: new Licence review application ; 7 Star Food & Wine,105/7 Glenpark Road, Alum Rock, Birmingham B8 3DD

Good Morning Licensing

Re: 7 Star Food & Wine, 105/7 Glenpark Road , Alum Rock

West Midlands Police have been made aware that on 2nd January 2026 Trading Standards undertook an underage- sales test purchase operation into the sale of alcohol to persons under the age of 18 years of age at the above premises. During this exercise two 16 year old children entered the premises and one of the children selected a bottle of 3.4% alcohol and a male behind the counter allowed them to purchase this and at no time asked for identification. Due to the premises failing to uphold the protection of children from harm licensing objective West Midlands Police would like to support Trading Standards with their review application and strongly recommend that the licensing committee consider a period of suspension of the licence for all staff serving to receive more robust training at a minimum but more preferably for all staff to obtain personal alcohol licences

Kind Regards

Shelley



Shelley Benning 57831
Police Alcohol Licensing Officer
Birmingham Licensing Team
West Midlands Police

Working in partnership, making communities safer



**Application for the review of a premises licence or club premises certificate under the
Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

I Martin Williams, (Chief Inspector of Weights & Measures)

Apply for the review of a premises licence under section 51 of The Licensing Act 2003 for the premises described in part 1 below.

Part 1 – Premises or club premises details

Postal address of premises or, if none, ordnance survey map reference or description	
7 STAR FOOD & WINE 105/7 Glenpark Road Alum Rock	
Post town BIRMINGHAM	Post code (if known) B8 3QL

Name of premises licence holder or club holding club premises certificate (if known)
Mr AJMEET SINGH

Number of premises licence or club premises certificate (if known)
4514

Part 2 - Applicant details

I am

Please tick ✓ yes

- | | |
|--|--------------------------|
| 1) an individual, body or business which is not a responsible authority (please read guidance note 1, and complete (A) or (B) below) | <input type="checkbox"/> |
| 2) a responsible authority (please complete (C) below) | YES |
| 3) a member of the club to which this application relates | <input type="checkbox"/> |

(C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT

Name and address; Martin Williams Birmingham Trading Standards 1-3 Ashted Lock Way Aston Birmingham B7 4AZ Our Ref: 11477957
Telephone number (if any)
E-mail address (optional)

This application to review relates to the following licensing objective(s)

Please tick one or more boxes ✓

- 1) the prevention of crime and disorder
- 2) public safety
- 3) the prevention of public nuisance
- 4) the protection of children from harm

Yes

Please state the ground(s) for review (please read guidance note 2)

On 2nd January 2026 Trading Standards undertook an underage- sales test purchase operation into the sale of alcohol to persons under the age of 18 years of age.

This was part of a joint agency initiative of enforcement and advice to businesses in the Alum Rock area of Birmingham during the month of January 2026.

For the exercise a pair of 16-year-old twins volunteers (one male and one female) were to be observed by officers to see if any of the shops they went to sold alcohol to them and/or what precautions were taken to ensure an illegal sale did not take place.

Just after 11.00 hrs enforcement officer Paul Ellson entered the premises of 7 Star Food & Wine, 105/107 Glenpark Road, Alum Rock, Birmingham, B8 3QL. He noted there was one male serving behind the counter.

A short while later the two 16-year-olds volunteers entered the premises. They selected a bottle of WKD Blue, (3.4% alcohol), and then went to the till. Officer Ellson observed the man behind the counter sell the female volunteer the bottle of WKD. At no time did he ask her age or for any form of identification. Following the purchase the two 16-year-olds and the officer left the premises with the bottle of alcohol.

Once the evidence had been identified and the volunteers secured Trading Standards Officer Rabinder Mander and officer Ellson returned to the premises to explain that an exercise had just taken place. They spoke to the same man who had just sold the alcohol. He gave his name as a Mr SANDHU. He said that the owner of the business was a Mr AJMEET SINGH. Mr SANDHU was told by the officers that the sale of alcohol to minors constituted an offence under section 146 of The Licensing Act 2003 and that the facts would be reported. A formal trader's notice was issued to him to confirm what had occurred. Mr SANDHU signed this and was given a copy to pass on to Mr SINGH.

The officers also filled out an observation form to record the facts. They noted that there was a 'No ID no sale' sign on display but when asked Mr SANDHU could not locate the refusals register. However the till prompt appeared to be working. Mr SANDHU did not have a personal licence and no-one else was on the premises with him who had one.

PLEASE PROVIDE AS MUCH INFORMATION AS POSSIBLE TO SUPPORT THE APPLICATION

The shop trades as 7 Star Food & Wine and this is the trading name given on the licensing public register. Mr AJMEET SINGH is listed as both the 'Licensee' and the Designated Premises Supervisor, (DPS).

Mr AJMEET SINGH is also one of two directors of 7 Star Food & Wine Ltd, with a correspondence address in London.

Previous history of this shop.

Trading Standards received a complaint in June 2023 that this shop was selling vapes and cigarettes to local children in school uniform. A subsequent visit was made to the shop by a Trading Standards Enforcement officer to warn against

selling age- restricted products to minors and advise on actions needed to be taken and procedures to avoid making such illegal sales.

Recommendations.

There is a concern that the person who sold the alcohol had no personal licence and so was not as well trained as he could have been. This is a busy neighbourhood shop in a residential street occupying a trusted position within a local community.

Trading Standards would wish that at least a period of suspension of the licence for all staff serving to be trained better, (preferably obtaining personal alcohol licences), and procedures improved to avoid sales of alcohol, (as well as all other age-restricted products they sell), is likely the minimum recommendation.

If yes please state the date of that application

Day	Month	Year

If you have made representations before relating to the premises, please state what they were and when you made them

N/A

Please tick ✓ yes

- I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate YES
- I understand that if I do not comply with the above requirements my application will be rejected YES

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.

Part 3 – Signatures (please read guidance note 4)

Signature of applicant or applicant’s solicitor or other duly authorised agent (please read guidance note 5). If signing on behalf of the applicant, please state in what capacity.

Signature

.....

Date 14th April 2026

.....

Capacity Martin Williams Chief Inspector of Weight & Measures

.....

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 6)	
Post town	Post Code
Telephone number (if any)	
If you would prefer us to correspond with you using an e-mail address your e-mail address (optional)	

Notes for Guidance

1. A responsible authority includes the local police, fire and rescue authority and other statutory bodies which exercise specific functions in the local area.
2. The ground(s) for review must be based on one of the licensing objectives.
3. Please list any additional information or details for example dates of problems which are included in the grounds for review if available.
4. The application form must be signed.
5. An applicant’s agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
6. This is the address which we shall use to correspond with you about this application.

LICENSING ACT 2003**PREMISES LICENCE**

Premises Licence Number:

4514 / 1

Part 1 - Premises details:

Postal address of premises, or if none, ordnance survey map reference or description 7 Star Food & Wine 105 - 107 Glenpark Road	
Post town: Birmingham	Post Code: B8 3QL
Telephone Number:	
Where the licence is time limited the dates N/A	
Licensable activities authorised by the licence M2 Sale of alcohol by retail (off the premises)	
The times the licence authorises the carrying out of licensable activities Monday - Sunday 07:00 - 23:00 M2	
The opening hours of the premises Monday - Sunday 07:00 - 23:00	
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 email (where relevant) of holder of premises licence Mr Ajmeet Singh	
Post town:	Post Code:
Telephone Number:	
Email	

Registered number of holder for example company number or charity number (where applicable) N/A

Name, address, telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol Mr Ajmeet Singh	
Post town:	Post Code:
Telephone Number:	

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol	
Licence Number 03907	Issuing Authority EALING COUNCIL

Dated 14/06/2016

SHAID YASSER
Senior Licensing Officer
For Director of Regulation and Enforcement

Annex 1 – Mandatory Conditions

No supply of alcohol may be made under the premises licence (a) at a time when there is no designated premises supervisor in respect of the premises licence, or (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

Every retail sale or supply of alcohol made under this licence must be made or authorised by a person who holds a personal licence.

The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol. The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. 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 either— (a) a holographic mark, or (b) an ultraviolet feature.

(1) 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. (2) In this condition:— (a) “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; (b) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979; (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. (3) Where the permitted price would not be a whole number of pennies, the permitted price shall be taken to be the price rounded up to the nearest penny. (4) Where the permitted price 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, 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 operating schedule

2a) General conditions consistent with the operating schedule

All staff shall be trained with regards to the Licensing Act 2003.

2b) Conditions consistent with, and to promote the prevention of crime and disorder

The premises licence holder shall install and maintain a CCTV system at the premises.

A refusal book shall be maintained and kept at the premises.

All staff training regarding to the Licensing Act will be documented and signed by both the trainer and trainee. No staff will be allowed to serve in the premises without this document training with the exception of personal licence holders. This training will be made immediately available to any of the responsible authorities on request.

CCTV to be installed to the recommendations and specifications of West Midlands Police. CCTV will record throughout the whole of the licensable activity, with a storage capacity of at least 28 days. CCTV will be downloadable and made immediately available to any of the responsible authorities on request.

Challenge 25 signage to be prominently displayed on the entrance door and point of sale.

No alcohol in open containers allowed on the premises, no consumption of alcohol on the premises.

2c) Conditions consistent with, and to promote, public safety

No enforceable conditions identified from operating schedule.

2d) Conditions consistent with, and to promote the prevention of public nuisance

Prominent signs will be displayed requesting customers to have regard for local residents when leaving the premises.

2e) Conditions consistent with, and to promote the protection of children from harm

The premises shall operate a 'challenge 25' policy.

Annex 3 – Conditions attached after hearing by licensing authority

3a) General committee conditions

N/A

3b) Committee conditions to promote the prevention of crime and disorder

N/A

3c) Committee conditions to promote public safety

N/A

3d) Committee conditions to promote the prevention of public nuisance

N/A

3e) Committee conditions to promote the protection of children from harm

N/A

Annex4/Plans





