

From: Stewart Gibson <
Date: Tuesday, 19 September 2023 at 11:34
To: "[Phil.S.Graves](#)"
Cc: "[Matt.Leighton](#)"
"Cllr.Amer.Agha"
Subject: 494-496 Neasden Lane North- Variation

Good morning.

I have received your representation to the above application, submitted on behalf of my client.

This application was not made lightly, but done as a result of an extremely difficult economic climate that makes it ever more difficult for small businesses to survive, never mind prosper.

The applicant is well aware that his premises falls within a CIZ, which is in place for all off sales premises in the council area.

It cannot be correct that a blanket approach fits all, is the way forward. If this is to be the case then many businesses will fall, and the towns will be full of boarded up premises, which in itself can fuel crime.

That said, the applicant has put forward a number of robust conditions to ensure by granting the extended hours, and therefore saving his business, his premises will not add to the cumulative impact in the area.

He has already offered the following conditions in his operating schedule.

1. Fully functional CCTV system.
2. Spirits to be displayed behind the counter only.
3. 3 staff to be on duty from 23:00 to 08:00 at all times when the premises are open during these hours.
4. One of those staff will be a personal licence holder.
5. One SIA guard to be employed at the premises on Friday and Saturday nights from 23:00 to 08:00

These are the key conditions offered in the operating schedule, that deal with your objections. Bearing in mind this is a licence devoid of any conditions other than the mandatory conditions added over the years since 2005. By granting this variation the premises will become heavily conditioned throughout the stores trading hours, which will be a vast improvement on the current situation.

Having further considered your representations, the applicant is willing to offer the following additional conditions to be added the operating schedule.

1. All sales from 23:00 to 08:00 to be made through a secure serving hatch only. The general public will have no access to the premises at all between the hours of 23:00 and 08:00. (This would negate the need for condition 3 above).
2. The store will not sell beers or lagers above 6% at any time, to combat street drinking. Cider not above 7.5%
3. There will be an external camera fitted to cover the serving area and will operate at all times.
4. Exterior lighting will also be fitted to facilitate clear vision of all customers at all times. (a well lit area will go a long way to deterring any threat of ASB in the night).

Given the above conditions, I wonder if you would now be prepared to withdraw your application and give a local business the opportunity to continue trading in the area. (one that has been in the area for over 20 years).

Kind regards

Stewart Gibson
Licence Agent
SG Licensing Ltd