

Brent Council
Health Safety and Licensing
Brent House 349 High Road
London HA9 6BZ

14 July 2012

For the attention of Grace Rudman, LSO

Dear Ms Rudman

Ref 1043532 Application for 24 Hour Sale of Alcohol License 16 Park Parade NW10

I am writing to you about the above application on behalf of local residents, and I wish to advise you of our strong objections to this for the following reasons:-

- Having alcohol available 24 hours in this location will inevitably increase the level of drinking and anti-social behaviour in the local area
- With a shop offering the 24 sale of alcohol, many people coming out of the nearby pubs and clubs will simply buy more alcohol and continue their drinking in the streets
- This will lead to local residents suffering late night and early morning noise disturbance
- There are already frequent fights and violent disturbances in the roads close to 16 Park Parade, such as Harlesden Gardens, Rucklidge Avenue and Leghorn Road
- We already have severe A S B problems in this area and there is a DISPERSAL ZONE in place here; to grant a 24 hour sale of alcohol license to a shop within the Dispersal Zone would be perverse and send out the wrong message to people
- It could also add to the amount of rubbish and litter in the street, which adds to Brent Council's work load with street cleaning
- Lastly, there is **no need** for the license to be granted, apart from to satisfy the interest of the shop owner

People can already buy alcohol throughout the day up to 11pm. This gives people ample opportunity to purchase drinks for parties and functions or simply a night at home

The people who would be customers at the shop during the hours after 11pm and through the night would essentially be people buying alcohol for their casual and immediate consumption

Cllr Hector is supporting our objection to the application

Please treat our personal details including our address and email as CONFIDENTIAL
Please do not pass my details on to the applicant or any third party

Yours sincerely