

19th November, 2015

Director of Public Health
London Borough of Brent
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

Dear Sir/Madam

Re: Representation to New Premises License Application – Wembley Bay Fish and Chips - 223462334

As Director of Public Health for London Borough of Brent (a responsible authority under the Licensing Act 2004) I wish to make representation against the application in respect to the Wembley Bay Fish and Chips premise.

The representation is made under/relates to the following licensing objectives

1) The Prevention of Crime and Disorder

The Wembley Bay Fish and Chip shop is located within an area of Wembley Central, which has a high level of alcohol related crime.

Safer Stats Data suggests that Wembley Central is ranked the worst of the 21 wards in Brent in respect of alcohol related treatments by the London Ambulance Service.

Data also suggests that out of the 21 wards in Brent that the area has the 2nd worst record of alcohol related violence against British Transport Police and 8th worst out of the 21 wards for alcohol related violence against Transport for London Staff.

2) The Prevention of Public Nuisance

Safer stats data shows that the Wembley Bay Fish and Chip premises are located in a hotspot for street drinking, violent crime and anti-social behaviour which are Public Health concerns.

The control of accessibility of alcohol to young people and street drinkers are a key element of local strategies to improve health, reduce harm and to improve community safety through reduced crime, violent crime and antisocial behaviour.

Based on the information provided above we would like to see the following:

Sales of alcohol only to be provided with sit down meals that are consumed on the premises and not with takeaway meals.

Yours sincerely

A handwritten signature in black ink, appearing to read "M. Smith". The signature is written in a cursive, flowing style.

Director of Public Health