



## Alcohol and Entertainment Licensing Sub-Committee

**Thursday 21 January 2021 at 10.00 am**

This will be held as an online virtual Meeting

Details on how to access the link in order to view the meeting will be made available online via the following link: [HERE](#)

### Membership:

#### Members

Councillors:

Long (C)  
Ahmed  
Hylton

#### Substitute Members

Councillors:

Denselow, Chohan, Hector, Kennelly, McLeish,  
Maurice, Shahzad

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto:devbai.bhanji@brent.gov.uk)

For electronic copies of minutes, reports and agendas, and to be alerted when the minutes of this meeting have been published visit:

[www.brent.gov.uk/committees](http://www.brent.gov.uk/committees)

**The press and public are welcome to attend this meeting as an online virtual meeting. The link to view the meeting will be made available via the following link: [HERE](#)**

## **Notes for Members - Declarations of Interest:**

If a Member is aware they have a Disclosable Pecuniary Interest\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest\*\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

### **\*Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences**- Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

### **\*\*Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
  - To which you are appointed by the council;
  - which exercises functions of a public nature;
  - which is directed is to charitable purposes;
  - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests a of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

# Agenda

Introductions, if appropriate.

Item	Page
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
<b>3 Application for a New Premises Licence by Mr Omar Imtiaz Ahmed or the premises known as Neasden Food &amp; Wine, 490-492 Neasden Lane North, NW10 0DG, pursuant to the provisions of the Licensing Act 2003</b>	1 - 62

**Date of the next meeting: Wednesday, 27 January 2021**



Please remember to **SWITCH OFF** your mobile phone during the meeting.

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## LICENSING ACT 2003

### Application for New Premises Licence

#### 1. The Application

Name of Applicant:	Mr Omar Imtiaz Ahmed
Name & Address of Premises:	Neasden Food & Wine, 490-492 Neasden Lane North, NW10 0DG
Applicants Agent:	Personal Licence Courses

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 8am to 11pm Monday to Sunday.

#### 2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

This application falls within a Cumulative Impact Zone.

#### 3. Promotion of the Licensing Objectives

See page 8/9 of the application

#### 4. Relevant Representations

Representations have been received from the Police, Licensing Officers and local residents. Two petitions have also been received with over 400 signatures. The signatures have been redacted for data protection purposes.

#### 5. Interested Parties

None

## **6. Policy Considerations**

### **Policy 1 – Process for Applications**

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

## **7. Determination of the Application**

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

## **8. Associated Papers**

- A. Copy of Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. Residents Reps and Petitions
- E. OS Map

**Application for a premises licence to be granted  
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/We MR OMAR IMTIAZ AHMED**

*(Insert name(s) of applicant)*

**apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003**

**Part 1 – Premises details**

Postal address of premises or, if none, ordnance survey map reference or description <b>490 – 492 NEASDEN LANE NORTH</b>			
<b>Post town</b>	<b>LONDON</b>	<b>Postcode</b>	<b>NW10 0DG</b>

Telephone number at premises (if any)	
Non-domestic rateable value of premises	<b>£25,250.00</b>

**Part 2 - Applicant details**

- |   |   |
|---|---|
| Please state whether you are applying for a premises licence as | Please tick as appropriate                                      |
| a) an individual or individuals *                               | <input checked="" type="checkbox"/> please complete section (A) |
| b) a person other than an individual *                          |   |
| i as a limited company/limited liability partnership            | <input type="checkbox"/> please complete section (B)            |
| ii as a partnership (other than limited liability)              | <input type="checkbox"/> please complete section (B)            |
| iii as an unincorporated association or                         | <input type="checkbox"/> please complete section (B)            |
| iv other (for example a statutory corporation)                  | <input type="checkbox"/> please complete section (B)            |
| c) a recognised club  | <input type="checkbox"/> please complete section (B)            |
| d) a charity  | <input type="checkbox"/> please complete section (B)            |
| e) the proprietor of an educational establishment               | <input type="checkbox"/> please complete section (B)            |
| f) a health service body  | <input type="checkbox"/> please complete section (B)            |

- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales  please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England  please complete section (B)
- h) the chief officer of police of a police force in England and Wales  please complete section (B)

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

I am making the application pursuant to a statutory function or

a function discharged by virtue of Her Majesty's prerogative

**(A) INDIVIDUAL APPLICANTS (fill in as applicable)**

Mr <input checked="" type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
<b>Surname</b> AHMED			<b>First names</b> OMAR IMTIAZ		
<b>Date of birth</b> [REDACTED]		I am 18 years old or over <input checked="" type="checkbox"/>		Please tick yes	
<b>Nationality</b> BRITISH					
Current residential address if different from premises address		[REDACTED]			
Post town	[REDACTED]	Postcode	[REDACTED]		
<b>Daytime contact telephone number</b>		[REDACTED]			
<b>E-mail address (optional)</b>		[REDACTED]			
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

**SECOND INDIVIDUAL APPLICANT (if applicable)**

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth</b>		I am 18 years old or over		<input type="checkbox"/> Please tick yes	
<b>Nationality</b>					

Current residential address if different from premises address			
Post town		Postcode	
Daytime contact telephone number			
E-mail address (optional)			

**(B) OTHER APPLICANTS**

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name
Address
Registered number (where applicable)
Description of applicant (for example, partnership, company, unincorporated association etc.)
Telephone number (if any)
E-mail address (optional)

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please give a general description of the premises (please read guidance note 1)

**OFF LICENCE AND CONVENIENCE STORE**

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

**Provision of late night refreshment** (if ticking yes, fill in box I)

**Supply of alcohol** (if ticking yes, fill in box J)

**In all cases complete boxes K, L and M**

**I**

<b>Late night refreshment</b> Standard days and timings (please read guidance note 7)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue					
Wed			<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 5)		
Thur					
Fri			<b><u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sat					
Sun					

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption -- please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)		
Mon	08:00	23:00			
Tue	08:00	23:00			
Wed	08:00	23:00			
Thur	08:00	23:00			
Fri	08:00	23:00			
Sat	08:00	23:00			
Sun	08:00	23:00			
			<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name <b>MR OMAR IMTIAZ AHMED</b>	
Date of birth [REDACTED]	
Address [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) <b>TO BE APPLIED FOR AT</b>	
Issuing licensing authority (if known) <b>HARROW COUNCIL</b>	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	08:00	23:00	<p><b>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</b> (please read guidance note 6)</p>
Tue	08:00	23:00	
Wed	08:00	23:00	
Thur	08:00	23:00	
Fri	08:00	23:00	
Sat	08:00	23:00	
Sun	08:00	23:00	

**M** Describe the steps you intend to take to promote the four licensing objectives:

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

1. Challenge 25 policy to be in place at all times
2. CCTV to be installed and 31 days recording system staff trained to download images when required
3. All staff to be trained in responsible alcohol retailing
4. Training manual will be available at the premises

**b) The prevention of crime and disorder**

We understand the premises falls under the Brent Council Cumulative Impact Zone, we believe the measures we have measured below in the operating schedule will tackle those concerns

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.
2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
3. The CCTV system shall display on any recordings, the correct date and time of the recording.
4. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open to the public.
5. A CCTV camera shall be installed to cover the entrance of the premises and further cameras installed to cover the internal area and servery counter.
6. The premises shall be staffed by a minimum of 2 persons after 18:00 hours.
7. A suitable intruder alarm complete with panic button shall be fitted and maintained.
8. An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
  - (a) all crimes reported to the venue
  - (b) all ejections of patrons
  - (c) any complaints received
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
9. Staff training must be documented and based on legislation and operating procedures. All training shall be signed and dated and a copy of such records will be available for inspection by Police and local authority enforcement officers.
10. All alcohol shall be purchased from AWRS registered cash & carry and wholesalers
11. Beers, lagers, stout and ciders sold at the premises should not exceed 6.0% alcohol volume
12. Spirits should not be sold in bottles of less than 25cl/250ml
13. No single cans or bottles beers, lagers stout, ciders and alcohol pops shall be sold
14. There shall be no self service of spirits on the premises

15. No alcoholic drinks or tobacco will be purchased by the premises from unannounced sellers calling at the premises
16. Spirits shall be located behind counter. All other alcohol (e.g. beer, lager, cider) for sale are to be displayed in a position that is not obscured from the constant view of the cashier / staff by fixtures
17. All staff will have right to work in UK documents checked before being offered employment.
18. Any litter outside the premises will be cleaned up at end of day.

**c) Public safety**

1. Installation of appropriate safety equipment
2. Fire exit signs displayed
3. To comply with all current, fire, health and safety laws
4. CCTV working at all times

**d) The prevention of public nuisance**

1. Notice displayed asking customers to leave quietly from premises also customers will be told in person to leave quietly and not to disturb the local neighbourhood
2. Strict policy in place to tell all staff not to serve alcohol to drunks at all
3. Appropriate signage will be displayed, in prominent position informing customers they are being recorded on CCTV

**e) The protection of children from harm**

1. A challenge 25 policy will be in force, where any person looking under the age of 25 shall be asked to prove their age when attempting to purchase alcohol and signs to this effect will be displayed at the premises. Challenge 25 posters displayed where alcohol is sold.
2. The only acceptable ID will be those with photographic identification documents, including passport, photo-card, driving license or proof of age card bearing the PASS hologram.
3. An refusal book shall be kept at the premises and updated as and when required, and made available for inspection on request to an Licensing Officer, Police or other responsible authority.
4. The licensee will ensure that staff are trained regularly as appropriate in respect to the Licensing Act 2003 legislation, staff to be trained regularly in underage sales prevention.
5. All staff authorised to sell alcohol will be trained in the Challenge 25 scheme and this training will be documented to include the date the training was given, the name of the person who gave the training, the person who received the training and signatures by both trainer and trainee.
6. A sign stating "No proof of age – No sale" shall be displayed at the point of sale.

**Checklist:**

**Please tick to indicate agreement**

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

**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.**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.**

**Part 4 – Signatures** (please read guidance note 11)

**Signature of applicant or applicant’s solicitor or other duly authorised agent** (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	MR M S KAPOOR
Date	26 – 11 – 2020
Capacity	<b>DULY AUTHORISED AGENT</b>

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant’s solicitor or other authorised agent** (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

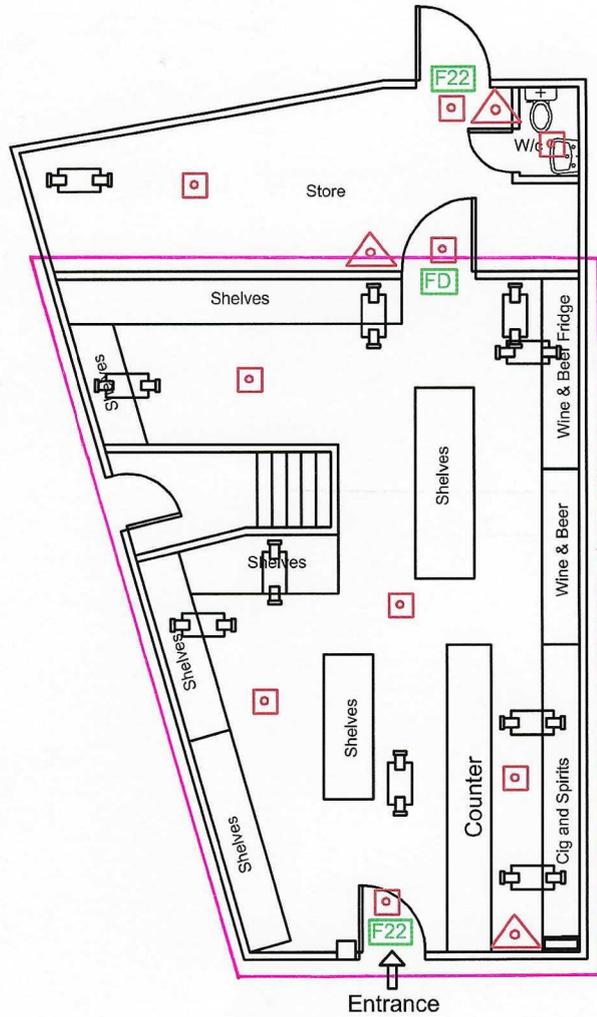
Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) <b>MR M S KAPOOR</b> <b>PERSONAL LICENCE COURSES UK LTD</b> <b>145 STATION ROAD</b>			
Post town	WEST DRAYTON	Postcode	UB7 7ND
Telephone number (if any)	020 8606 0558		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) <b>info@personalllicencecourses.com</b>			

## Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
  - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
  - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
  - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
  - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
  - Live music: no licence permission is required for:
    - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
    - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
    - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
    - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a

# PROPOSED LICENSING PLAN



→ LICENSABLE  
ACTIVITIES  
AREA

Property Address:  
490-492 Neasden Lane  
North  
Neasden  
NW10 0DG

Drawing no: P/HBS/258		Date: 10th Nov 2020	
Key	Scale: 1:100	Paper: A4	
	FIRE EXTINGUISHER		
	FIRE EXIT SIGNS		
	EMERGENCY LIGHTING		
	Fire Check Door		
	CCTV CAMERAS		
CCTV RECORDING 31 DAYS			
SHUTTERS PROVIDED			
ALARM SYSTEM TO AOISPEC OR SIMILAR FITTED			

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**METROPOLITAN  
POLICE**

Working together for a safer London

TERRITORIAL POLICING

**The Licensing Authority**

*Brent Civic Centre  
Engineers Way  
Wembley  
Middlesex  
HA9 0FJ*

**Your ref: 20297**

**Our ref: 20/2965NW**

**Brent Borough Licensing Department**

*Harrow Police Station  
74, Northolt Road  
Harrow  
Middlesex  
HA2 0DN*

**E-mail:** Gary.L.R.Norton@met.police.uk

**Web:** www.met.police.uk

**Date:** 30/11/2020

**Police representations to a New Premises Licence application for "Neasden Food & Wine, 490-492 Neasden Lane North, NW10 0DG".**

I certify that I have considered the application shown above and I wish to make representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

**Police Officer: Gary Norton  
Licensing Constable PC 2965NW**

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a new premises licence under section 17 of the act, in accordance with section 12 of the Licensing Act 2003. The Police representations are primarily concerned with crime and disorder, public nuisance and public safety and protecting children from harm.

The premises sits on a very busy stretch of road, namely the Neasden Lane North (A4088); a major artery road link to the A406. The area consists of densely packed residential housing, with a small pocket parade of businesses sat at the crossing near the corner of Braemar Avenue.

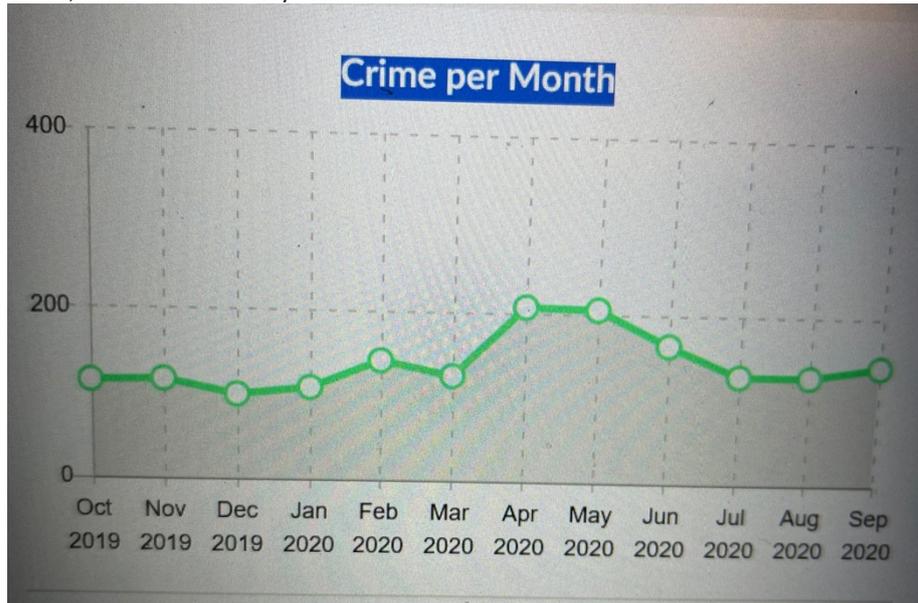
The area is recognised as having become badly affected by crime, disorder and anti-social behaviour (ASB). This has resulted in the London Borough of Brent designating Cumulative Impact Zones under the Statement of Licensing Policy 2020-2025. A **Cumulative Impact Area** is a designated **zone** where evidence has indicated that the number, type or density of licensed premises is impacting adversely on the licensing objectives, namely, crime and disorder, public safety, public nuisance and the protection of children from harm.

In the immediate area, within a 50m radius, there are only a small handful of business premises. 2 of them are off licences. Slightly further along no more than a minute or so walk up to the next group of shops on Blackbird Hill, there are another 5 off licences.

Despite the small business area, there is a relatively large number of on/off licenses in close proximity and this has facilitated the bad habits of street drinkers, giving them easy access to alcohol, often compounded by irresponsible sales. This in turn has had a negative effect in the area leading to more crime, disorder and public nuisance and even children having access to alcohol.

Crime, disorder and Anti-Social Behaviour (ASB) in the area is slowly rising again and adding another off licence which relies a lot of alcohol sales, will no doubt add to these issues.

The following graph shows the overall increase in crime levels as shown on [www.police.uk](http://www.police.uk) including Anti-Social behaviour, violence and sexual offence and drugs. The crime, disorder and ASB is by far the highest component problem is a commonly fuelled by alcohol consumption, either as a root cause, or an inflammatory factor.



Most commonly reported crimes during Sep 2020

Anti-social behaviour	55
Violence and sexual offences	35
Vehicle crime	12
Drugs	10

Given the high percentage of off-licence premises to others in the area, the need for another seems somewhat pointless. Should the licence be granted, another off licence joins the existing competition, likely driving prices down to out-do one another and worse still, possibly leading to inappropriate sales to under 18's. There is often a large contingent of schoolchildren of various ages near that location due to the presence of McDonalds as a place to meet up, eat and socialise.

I endeavour to be permissive towards an applicant's licensing needs, but even with numerous rigorous conditions, the likelihood is that the only beneficiary of this licence being granted is the applicant.

The application was written by an agent experienced in licensing issues & terminology, which puts forward clearly proposed alcohol sales practices and licensing conditions for the business. However, none of these demonstrate how the premises would any better at coping with the existing issues in the CIZ, as they are quite standard in nature.

For this reason, I oppose the license application.

Yours Sincerely,

**Gary Norton 2965NW**  
**Licensing Constable – Brent Police**

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Mr M S Kapoor  
Personal Licence Courses UK Ltd  
145 Station Road  
West Drayton  
UB7 7ND

18<sup>th</sup> December 2020

Our Ref: 20297

Dear Mr Kapoor,

**Licensing Representation to the Initial Application for the Premises Licence at 490-492 Neasden Lane North, NW10 0DG**

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

**An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.**

**The application has been made for a new premises licence under section 17 of the Act.**

The Licensing Authority representations are primarily concerned with the four licensing objectives;

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

**Cumulative Impact Zone (CIZ)**

The Council's current Licensing Policy came into effect 7th January 2020. Crime and complaints assessments in 2015, did not identify any requirement for a CIZs. However, since 2016 there has been a significant and notable increase in alcohol related crime and anti-social behaviour which is having an adverse impact in some areas and neighbourhoods generating complaints from residents, councillors and the Police. This is undermining the licensing objectives and also has potential to undermine the vitality of Brent's town centres.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In

particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

Neasden Town Centre have been identified as one of ten Cumulative Impact Zones (CIZs) in Brent, where the authorising of further licences may undermine the promotion of the licensing objectives.

The Statement of Licensing Policy states: -

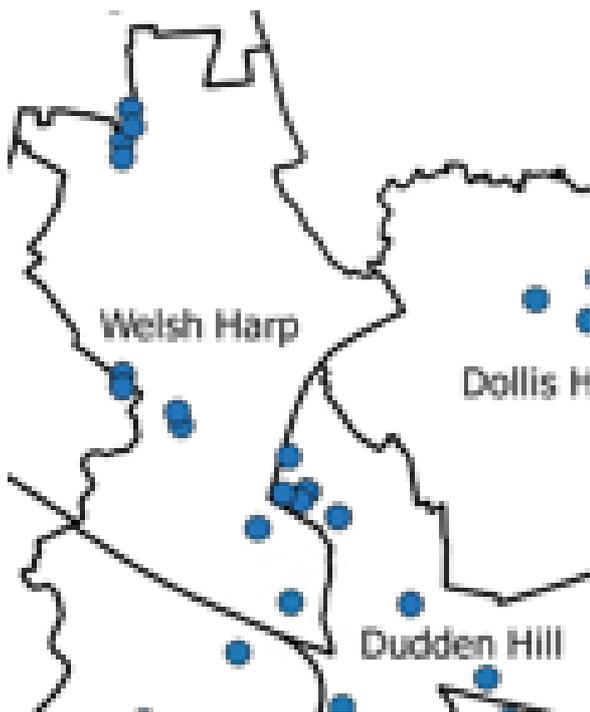
### **Neasden Town Centre**

There is a suitable level of evidence and justifies introducing a CIZ for off-licences. It is an area of high harm crime. It is proposed that a CIZ be introduced for the whole of the Neasden Town Centre, including Neasden Lane North, Neasden Lane, Blackbird Hill and Birse Crescent.

Data captured from various sources including alcohol related police and ambulance call outs have been mapped and have shown suitable evidence to implement CIZs in the specified areas. In particular crime data and evidence shows a correlation between concentrations of off-licences and alcohol related anti-social behaviour, particularly that associated with street drinking.

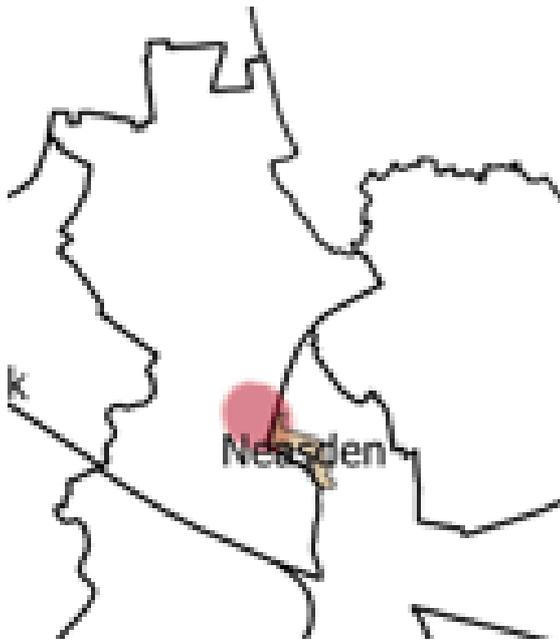
### **Street Drinking Hotspots**

There are relatively few calls to police specifically about street drinking. This may be because they are recorded as other ASB types such as littering or noise. Between 01/06/2017 and 31/05/2018, there were only 53 calls to police. The following year, there were 142. This represents an increase of 168%. Part of this increase may be attributed to callers being aware of the borough wide PSPO on drinking in public which came into effect in October 2017.



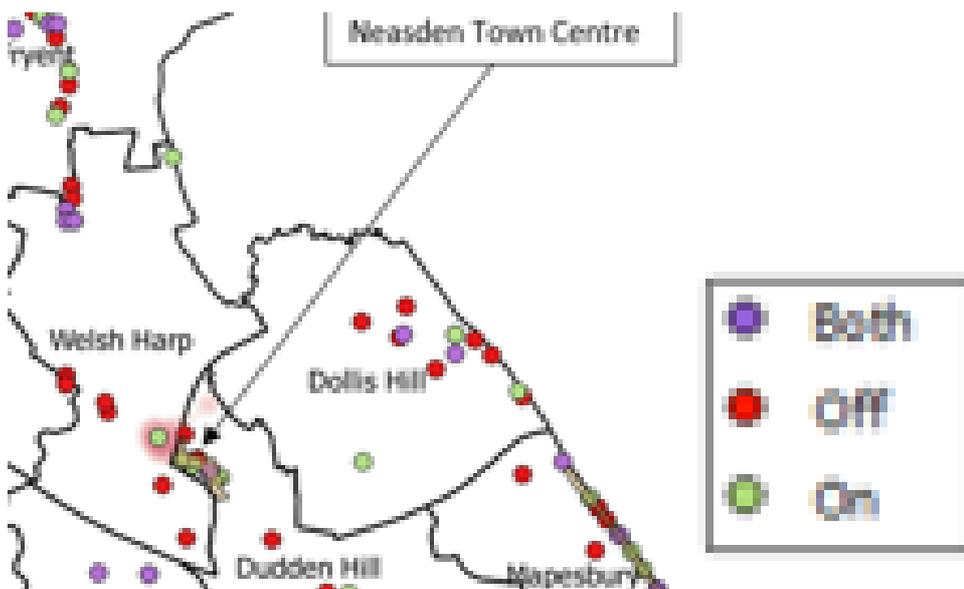
*Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019*

**Hotspots in Brent in Ambulance and Police alcohol flagged call out data**



*Alcohol-related ambulance and Police calls between 01/06/2017 to 31/05/2019*

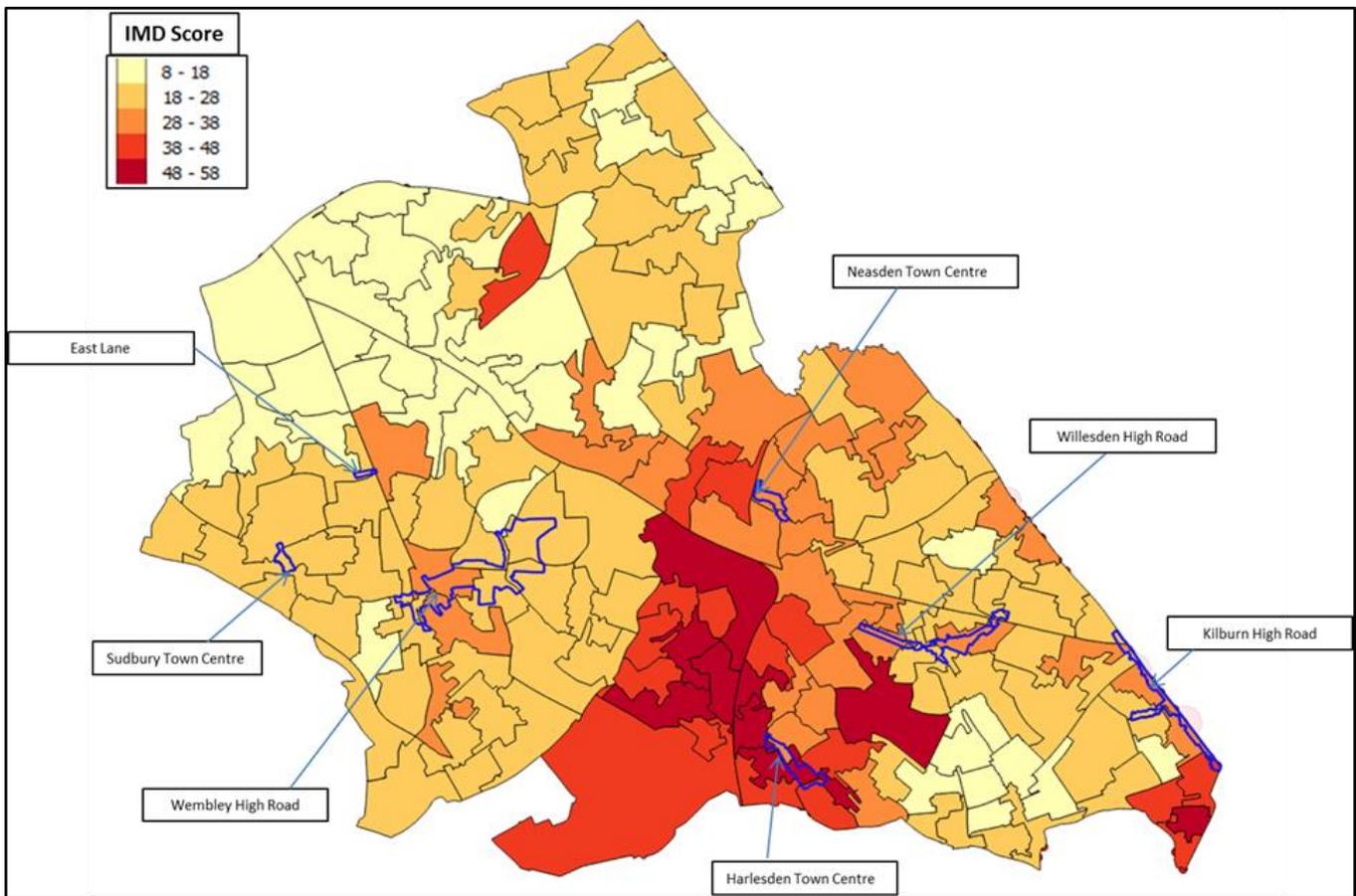
**Hotspot of Violence with Injury Crimes**



*All violence with injury crimes between 01/06/2017 and 31/05/2019*

**Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas**

The Index of Multiple is made up of income deprivation, employment deprivation, education, skills and training deprivation, health deprivation and disability, crime, barriers to housing services and living environment.



*Brent Index of Multiple Deprivation (IMD) score 2015 by Lower Super Output Areas*

The purpose of the CIZ in Neasden Town Centre is to address the issues mentioned above.

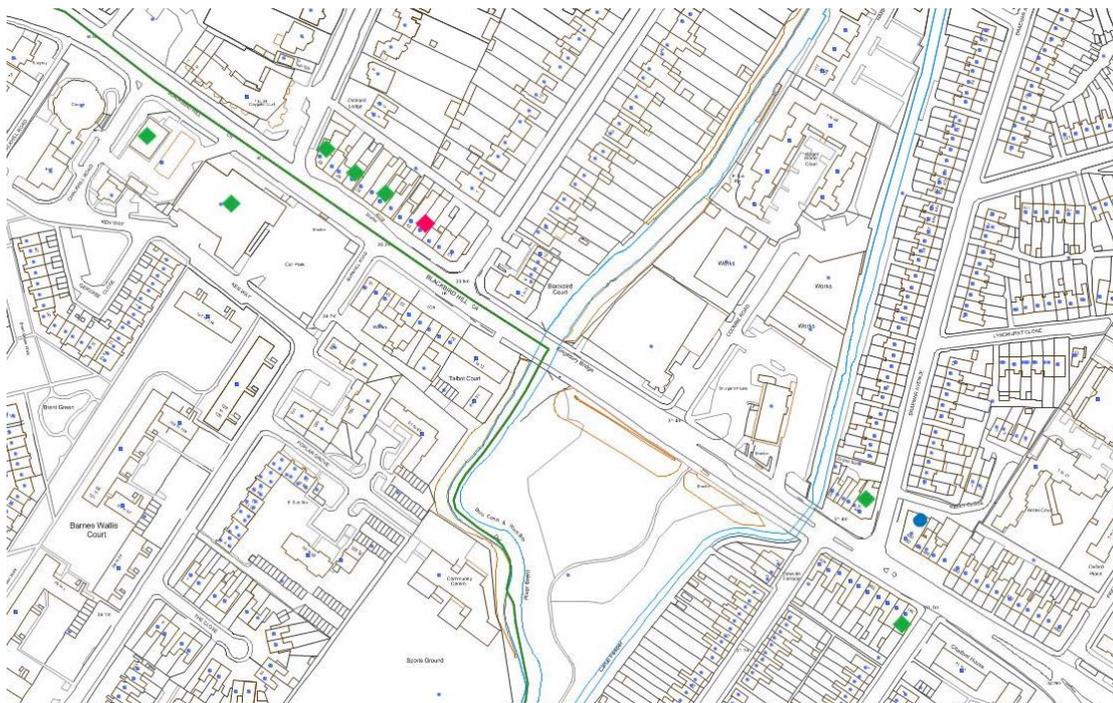
**The Premises**

The premises, namely 490-492 Neasden Lane North, NW10 0DG falls within one of Brent’s ten CIZs.



*490-492 Neasden Lane North, NW10 0DG*

Neasden town centre consists of a medium sized parade of shops that run along Neasden Lane to Neasden Lane North which is just off the North Circular Road. The premises is located on a road with heavy traffic and surrounded by residential dwellings. Neasden Lane North merges into Blackbird Hill. The town centre is primarily in Dudden Hill ward and in an area of medium to high levels of deprivation.



**NEW PREMISE LICENCE**

**490 – 492 NEASDEN LANE NORTH**



**OFF Licence**

- |    |   |                            |
|----|---|----------------------------|
| 1. | 494 - 496 Neasden Lane North, London, Brent, NW10 0EA         | ( 1 min walk – 210 feet )  |
| 2. | 391 Neasden Lane North, London, Brent, NW10 0EA               | ( 2 min walk – 341 feet )  |
| 3. | Lidl, 4 - 14, Blackbird Hill, London, Brent, NW9 8SD          | ( 6 min walk – 0.3 miles ) |
| 4. | BP Filling Station, 2, Blackbird Hill, London, Brent, NW9 8SD | ( 7 min walk – 0.3 miles ) |
| 5. | 25 Blackbird Hill, London, Brent, NW9 8RS                     | ( 5 min walk – 0.3 miles ) |
| 6. | 31 Blackbird Hill, London, Brent, NW9 8RS                     | ( 5 min walk – 0.2 miles ) |
| 7. | 37 Blackbird Hill, London, Brent, NW9 8RS                     | ( 5 min walk – 0.2 miles ) |



**BOTH Licence**

- |    |   |                            |
|----|---|----------------------------|
| 8. | 45 Blackbird Hill, London, Brent, NW9 8RS | ( 4 min walk – 0.2 miles ) |
|----|---|----------------------------|

**Public Space Protection Order (PSPO)**

The entire Borough of Brent is subject to a Public Space Protection Order for street drinking and therefore it is an offence to drink alcohol in any public place.

If a police officer reasonably believes that a person is, or has been, consuming intoxicating liquor within these areas, the officer may require the person concerned:

- a) not to consume in that place anything which is, or which the officer reasonably believes to be, intoxicating liquor
- b) to surrender anything in his/her possession which is, or which the officer reasonably believes to be, intoxicating liquor or a container for such liquor (other than a sealed container)
- c) An officer may dispose of anything surrendered to him/her as above.
- d) Issue fixed penalty notices on offenders
- e) Prosecute persistent offenders

However, in reality there are limited police officer resources, which in practice would prevent the above from being enforced. This therefore places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. It is clear that if off licences did not exist, the number of street drinkers would decline.

Therefore simply selling alcohol to customers who once off the premises, are no longer the responsibility of the licence holder, the Designated Premises Supervisor (DPS) and/or members of staff is no longer a viable option.

### **Premises Licence Application**

On Monday 14<sup>th</sup> December 2020, I conducted a visit in the area and noted the premise is currently closed.

On Friday 18<sup>th</sup> December 2020, I spoke to Mr Omar Imtiaz Ahmed via telephone to obtain further information related to the application.

The following questions were asked and recorded below:

Esther Chan (LA): When did you take over the business?

**Mr Ahmed: I have recently signed the lease.**

Esther Chan (LA): Are you the business rate payer?

**Mr Ahmed: I have to contact Brent Council.**

Esther Chan (LA): When do you intend to open the premise?

**Mr Ahmed: After New Year (2021).**

Esther Chan (LA): What sort of goods and services will you provide?

**Mr Ahmed: It will be a convenience store, which supplies international goods including fresh bakery and fruit and vegetables. Services would include, mobile phone, Oyster card and utility top- ups and National Lottery.**

Esther Chan (LA): Will you supply beers, lagers and ciders over 5.5% abv?

**Mr Ahmed: The agent has informed me that I may not be able to supply high strength alcohol and miniatures. I understand and can adapt to that. I want to bring up the area.**

Esther Chan (LA): If the application for the premise licence is refused, will this affect your business?

**Mr Ahmed: Yes, it is convenience shopping. I would like my customers to shop under one roof. Neasden Shopping Centre is a long walk.**

Esther Chan (LA): Are you are aware the premise fall in a CIZ?

**Mr Ahmed: I have seen it on Brent Council's website.**

Esther Chan (LA): Can you explain what a CIZ is?

**Mr Ahmed: I understand you don't want nuisance in the area and people drinking in the street.**

Esther Chan (LA): What do you know about the area?

**Mr Ahmed: Residential area. There are ethnic minorities in the area. There are two off licences on the opposite side. McDonalds is close by, which operate 24/7. The main road links to North Circular and Wembley.**

Esther Chan (LA): What makes your business unique?

**Mr Ahmed: I will be spending £200k on the business. Other shops are over-priced. I will sell fresh bakery, fruit and vegetables. I will be providing jobs in the local area.**

Esther Chan (LA): When did you obtain your personal licence?

**Mr Ahmed: I have completed my exam, I need to get an update from my agent.**

Esther Chan (LA): Can you explain the four the licensing objectives?

**Mr Ahmed: Protecting Children from Harm, selling alcohol to minors, asking for ID. Public Nuisance, no rubbish, not permitting people to loiter outside the shop. Public Safety, I will install fire alarms and fire extinguishers. Prevention of Crime and Disorder, I will install CCTV cameras and train staff.**

Esther Chan (LA): Do you have experience in running an off licence/supermarket?

**Mr Ahmed: My family has been in the supermarket trade for 30-40 years. I have worked in supermarkets since I left secondary school.**

Esther Chan (LA): How many staff will you employ?

**Mr Ahmed: 6-10 members of staff.**

Esther Chan (LA): Who will be responsible for training the staff?

**Mr Ahmed: I will be responsible for the training and management will be mainly family members.**

Esther Chan (LA): Explain your age verification policy?

**Mr Ahmed: We will adopt a Challenge 25 policy.**

Esther Chan (LA): Will you be happy to reduce the hours for the supply of alcohol?

**Mr Ahmed: Yes**

## **Operational Plan, Training Manual & Conditions**

The Licensing Authority would expect to see information on how the business plans to ensure that their particular premises will go above and beyond in promoting the licensing objectives in a crime hot spot.

## **Summary**

The Statement of Licensing Policy states that any licence application in a CIZ area will need to demonstrate with evidence that its operation will not add to any cumulative impacts that the CIZ is seeking to address. Further, new applicants and those applying for variations would be required to demonstrate how their premises will not contribute to street drinking in those areas.

The effect of adopting a CIZ is to “create a rebuttable presumption” that applications for licences which are likely to add to the existing cumulative impact will normally be refused (or subject to certain limitations) unless the applicant can demonstrate that there will be no negative cumulative impact on the licensing objectives.

Although the applicant mentions he has experience in running a similar premises in the past, the operating schedule fails to demonstrate that a grant will not lead to a negative cumulative impact on one or more of the licensing objectives and to the contrary add to the issues of an existing saturated area.

It is on this basis, that the Licensing Authority ask that the application for a new premises licence is refused by the Licensing Sub-Committee. Adding conditions to a premises licence, in the Licensing Authority’s opinion is not adequate when the application does not demonstrate what is being put in place in order to avoid further cumulative impact. Adding an additional off licence to the eight that already exist in the immediate area, will no doubt be detrimental to the local area.

If the committee however decide that there is sufficient evidence to the contrary, the Licensing Authority would ask that the following conditions be added to the operating schedule:-

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.
2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.
4. A member of staff shall always be present on the premises whilst they are open who is capable operating the CCTV system and able to facilitate immediate viewing of CCTV footage upon the request of the Police and Authorised Officer of the Licensing Authority.
5. Promotions that encourage irresponsible drinking shall not be permitted.
6. A “Challenge 25” policy shall be adopted and adhered to at all times.
7. A sign stating “No proof of age – No sale” shall be displayed at the point of sale.
8. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
9. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.

10. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.
11. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
12. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
13. A single incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
  - (a) all crimes reported to the venue
  - (b) all ejections of patrons
  - (c) any complaints received
  - (d) any incidents of disorder
  - (e) all seizures of drugs or offensive weapons
  - (f) any faults in the CCTV system
  - (g) any refusal of the sale of alcohol
  - (h) any visit by a relevant authority or emergency service.
14. No high strength beers, lagers, and ciders above 5.5% ABV shall be stocked or sold at the premises.
15. No single cans of beer, lager or cider be sold.
16. No miniatures (5cl or 50ml) to be sold.
17. A clear and unobstructed view into the premises shall be maintained at all times.
18. Invoices are to be produced to Police, a member of an appropriate authority or council officers upon request to evidence payment of duty on goods.
19. All deliveries shall take place during the normal working day (i.e. 09:00 to 18:00 daily).
20. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.
21. A suitable intruder alarm and panic button shall be fitted and maintained.
22. A personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.
23. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.
24. An electronic till prompt should be used for all alcohol sales.
25. No 'Off Sale' deliveries permitted at any time.

**Reduction of Hours**

**Supply of Alcohol**

**Sunday to Saturday – 09:00hrs to 23:00hrs**

**Hours Open to Public – No Change**

Yours faithfully

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

Esther Chan  
Licensing Inspector  
Regulatory Services

**From:**

**Sent:** 07 December 2020 22:31

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:**

We are local resident as well what we are suffering from local street drinker and when they drink they speak so much abusive language .It is risky for ladies to come out in night time after certain time and we have 3 school 1. Wycam primary [2.st](#). Catherine primary school and 3.popular primary school so many children about we fear for that .they throw their litterany where and every where. They even use every corner around shop as loo facilities and some time they even break glass of cars and kick them basically they are public nuisance so we are very worried about more alcohol shop will be public nuisance and not safe for children thanks for listening us and do something for our safety

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**Sent:** 07 December 2020 22:42

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection on alcohol license

Dear Sir/ Madam

This to inform you that I totally disagree with the decision of having another off-licence shop in my neighbourhood.

Here is the Details of the applicant below

Mr. OMAR IMTIAZ AHMED

490-492 NEASDEN LANE NORTH, NW100DG.

I [REDACTED] live in [REDACTED]. I have objection on having another off-licence because there are already 2 off-licence shop and there is lots of nuisance in the area. There are lots of street drinkers here, which we are scared of it. We are scared to sent our children out, and if you grant another off-licence will make the situation worse. Our children have no safety. So I object on this application. I hope you take a fair decision.

Thanks

Regards

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**Sent:** 07 December 2020 23:09

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection on alcohol license

Hello there

I have objection having another off-licence just opposite side of my road. Mr.OMAR IMTIAZ AHMED (490-492 NEASDEN LANE NORTH, NW100DG) applied for alcohol licence. I'm very upset having one more off-licence in this area. There is no public safety so we are worried about of our children. I don't mind having food shop but not alcohol shop because this will encourage our kids to buy cigarettes or alcohol from new shop and the shop keeper might sell alcohol or cigarette to make money.

I hope you understand that this is residential area, as it is there are lots of problems on the road every day and night, and if you grant another licence for sale of alcohol it will be a very bad idea.

Thanks

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**Sent:** 08 December 2020 10:47

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection on the grant of alcohol license to shop no.490-492, Neasden lane North, London, NW100DG.

Dear sir/ Madam

This is to inform you about my objection to the application made by Mr. OMAR IMTIAZ AHMED for alcohol license to shop no.490-492, Neasden lane north, NW100DG.

I am a resident of this area living on [REDACTED] which [REDACTED] to the shop 490-492 for which the application has been made and I fully object to this application on the following grounds:

Firstly, there is always a problem in this area as there are too many off-licenses which lead to an increase in street drinkers and smokers which badly affects the environment. These people drink heavily and they start shouting at the top of their voices which disturbs the whole area especially at night. They also start fighting among themselves or mess with people passing by and many times their fights reach the extreme stage when there is stabbing which leads to an increase in crimes. You will also see these heavily drunk people loitering on the roads and as well as standing outside these alcohol shops bagging money from other people to buy alcohol.

Secondly, this is a residential area and we don't find our self safe to live in this area especially for our children because they are so much exposed to this environment where this will encourage them to smoke and drink at an early age. Many times I have seen in off-license, children try to buy alcohol or cigarette and when the shopkeeper asks for Id they refuse to show or they swear at them, but then there are some shopkeepers who will sell these to children for the sake of money, so this will have a serious effect on children's future because children's get desperate to smoke or drink by looking at other people or children.

Hence for the prevention of more crimes, for public safety, and for the protection of children from harm and to make their future safe, this alcohol license should not be granted.

Hope you take a fair decision.

Thank you,

Yours sincerely,

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**Sent:** 08 December 2020 18:51

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection on alcohol licence

Dear sir/madam

I have an objection on the application made by Mr. OMAR IMTIAZ AHMED  
490-492 NEASDEN LANE NORTH, NW100DG for alcohol licence.

As it is the area is getting worse and in this case another alcohol shop will make it more worse. People are standing and drinking alcohol and dumping the cans or bottles everywhere. When we tell them they behave rudely and become very violent. So there is no public safety. This area has become very unsafe especially for women's, they cannot pass through the pavement because these street drinkers pass dirty comments and they use very vulgar language so also unsafe for children, we get scared to send them out alone because of these street drinkers so there is no protection of our children . I have been living in this area for a while now and I don't want to see it getting worse.  
So I hope you understand the situation and take fair decision.

Thank you

Best Regards

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**Sent:** 14 December 2020 00:54

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Objection for alcohol licence at NW100DG

Dear sir/madam,

I have an objection on the application made by Mr. OMAR IMTIAZ AHMED  
490-492 NEASDEN LANE NORTH, NW100DG for alcohol licence.

As it is the area is getting worse and in this case another alcohol shop will make it more worse.

People are standing and drinking alcohol and dumping the cans or bottles everywhere.

When we tell them they behave rudely and become very violent. So there is no public safety.

This area has become very unsafe especially for women's and also unsafe for children, we get scared to send them out alone because of these street drinkers so there is no protection of our children .

I have been living in this area for a while now and I don't want to see it getting worse.

So I hope you understand the situation and take fair decision.

Thank you

Best Regards

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**Sent:** 15 December 2020 12:09

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** Sub: 490-492 Neasden lane North Off-licence application

Hi there,

I hope you are keeping safe. It has come to our attention that there may be another off license opening and selling alcohol on Neasden Lane North. Please note there are already 2 shops selling liquor in the area and considering there are 2 schools in the vicinity it's deeply concerning about the behaviour of people drinking and urinating in public places. I am deeply worried about the children and the local neighbourhood being an attraction to drunk yards who misbehave and litter on a daily basis. Ladies are afraid to walk at night let alone children and the elderly. Please do not allow another off licence selling alcohol to open as we will oppose this.

Regards,

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**Sent:** 15 December 2020 22:55

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** 490\_492\_ Neasden Lane North

HI

We are hope you are well we live local in this area. We heard one more new alcohol shop is going to be open we already have two shop alcohol, when people are drinking they are shouting. Also two schools are around in this area some time family are scared to come out at night time. We hope you won't allow any new shop. It is public nuisance and child safety plus no drinking on street is allowed and anti social behaviour there.

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**Sent:** 16 December 2020 07:03

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** New shop in NW10

Dear Sirs,

We are contacting you as local residents of NW10 (Braemar Avenue) in respect of the new shop planned to open in our area.

It came to our attention, there is an new offlicense shop planned to be opened in Braemar Avenue corner.

We would like to ask you for consideration while deciding of whether to approve the license for the shop.

There is already 2 shops where selling alcohol is licensed and we believe this is enough for the area.

We observe people under influence of alcohol and drinking on publick path both, during the day and late evenings. Their behaviour is far from the one man would appreciate, especially there is lots of children living in the area. They happen to be obrupt, rude and abusive. Many times, especially early mornings (before paths are being cleaned) you may come across broken glass, cans pailing all-over, spits and even vomit. This is dangerous and disgusting. We believe another shop would only scalate this situation and as local tenants, we would like to avoid it.

Thank you very much for allowing us to express our opinion in this matter.

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**Sent:** 16 December 2020 22:21

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** alcohol license objection

To the Brent Council

Here I'm writing to you to object on the application made by Mr. OMAR IMTIAZ AHMED  
490-492 NEASDEN LANE NORTH, NW100DG. For off-licence (sale of alcohol)

As you already know that there are two shops selling alcohol near by and there are lots of problems with this street drinker on the street. We can't even sleep at night, because there is always problem with the steet drinkers and in this case if you give Licence to sell alcohol to one more shop, it will make the situation worse. There won't be any public safety, and the crimes rate will increase. According to me and my family the children will also get effect on it.

So I kindly request you make a fair decision on it.

Thank you very much

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## Objection Letter - Neighbourhood Watch

### To Whom It May Concern

[REDACTED] neighbourhood watch for the area in and around Braemar Avenue, adjacent to Neasden Lane North. I am also a long standing resident of Braemar Avenue and have lived here for over 25 years, I have seen many changes to the residents and the area in general.

I wanted to get in touch to object to the granting of a new off license to 490-492 Neasden Lane. The residents around here have already signed a petition and sent it to yourselves. My letter is a summary of their concerns.

Residents around here often come to me with complaints of street drinking, littering, loud noise and general unruliness in the area. I have often personally had to pick up bottles and cans off the street and footpath, in an attempt to clean up the area.

Crimes are getting worse, noise is getting worse, litter is getting worse and the impact this culture has on the youth of the area is becoming more obvious.

Adding another off license will make all these problems, worse. There is no other consideration to be made here. It's not a new type of business to the area, it doesn't benefit the residents in any way, it jeopardises two existing businesses, one of which has been serving our community for 25 years now. The impact of the police call outs, frequent need for street cleaners and future effect on the youth will certainly cause a strain on the council's budget going forward.

I hope my appeal, along with the concerns and signatures of all the residents, will be taken into regard when deciding whether or not to grant a license.

Yours Truly

[REDACTED]

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**Sent:** 19 December 2020 16:13

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** 490-492 Neasden Lane North Neasden nw100dg

We have come to know from your advertise that another off licence applied it will be public disaster and nucience for public no safety for children and ladies lotts of street drinkers when they drink they abuse and make dirty remark so it is very hard for ladies and children to come out and lots of bottles are about on road they use street as lavatory so please if you understand our position please do not grant any more licence  
We are all local resident fed up with street drinker

yours faithfully

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**Sent:** 22 December 2020 10:46

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** objection to application for retail sale of alcohol at 490-492 Neasden Lane north, London NW10 0DG

**With reference to the above please note that I hereby object to the grant of the licence for the following reasons.**

- 1) We already have 2 licenced premises within 100 yards of this application premises**
- 2) We have had lots of nuisance behaviour from drinkers causing throwing litter everywhere and leaving their empty bottles and cans behind the applicant premises which can be dangerous for the elderly who are leaving in the estate behind.**
- 3) So far as I am aware The police and the local Councillor are also aware of this nuisance as they have visited the locality in the past and they may have records of this**

**Kind regards**

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**Petition Attached - Objection of license application at 490-492 Neasden Lane**

We, the local residents of the area surrounding Neasden Lane, strenuously object to another off license opening at 490-492 Neasden Lane. The granting of another off licence to the area does nothing to enrich the area, but in fact drags it down further.

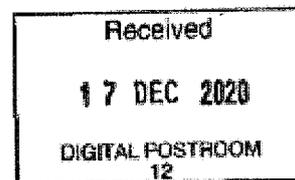
The rate of crimes in the area are on the rise, the rate of alcohol related crimes are increasing even faster. Street drinkers are always present and continually litter around the area. There are always empty cans, bottles and vomit on the streets.

These people not only drink heavily, they cause massive noise pollution by shouting and fighting, particularly at night time, another late night off license is the last thing the area needs. The street drinkers often harass the local public and police call outs are not uncommon.

We, the residents, do not feel safe in our residential area and are particularly concerned about the safety of our children. There are 3 schools in the area, meaning a large amount of children are exposed to frequent scenes of public drinking and smoking, it's not a good example for their futures nor is it safe in the present. We have often seen children try to buy cigarettes and alcohol from the local shopkeepers, and when confronted and asked for identification they tend to scream, shout and swear. Adding another off license further increases the chances of underage children being able to acquire cigarettes or alcohol. Some shopkeepers may not be as stringent as others or may prioritise money over the safety and future wellbeing of the children in the area.

Adding another such business to the area will not only further encourage this behaviour, but will also attract street drinkers from nearby areas to our area. The business will do nothing to benefit the area, it will not create any significant amount of jobs for local residents nor will it be open later or provide any further convenience to the local residents.

In conclusion, the signatures attached below are representative of the local residents' objection to another off license coming to the area, due to the numerous reasons stated above. It's an area struggling with crime, street drinking, police call outs, noise pollution, litter and issues regarding childrens' safety.



STAR WINE  
COSTUME  
KRISHNA NAMA  
BP PETROL STATION  
ST MARTIN S  
WDL

we have 6 OFFICE  
WITHIN 1 & 1/2 MILE

- ① WYCAN PRIMARY SCHOOL  
HBOYNE RD NEWBY
- ② ~~St~~ CATHERINE SCHOOL  
CAMBRIDGE CLOSE
- ③ POPLAR SCHOOL Back Bird Hill  
Newby

①

②

③

④

⑤

Sent: 22 December 2020 16:37

To: Business Licence <business.licence@brent.gov.uk>

Subject: objecting the grant of alcohol license

## **TO THE BRENT COUNCIL**

### **Petition for objecting the grant of alcohol license to shop no.490-492, Neasden Lane North, London, NW100DG**

We, the local residents living in this area fully object to the grant of alcohol license to shop no 490-492. The crimes in this area are increasing day by day due to these alcohol shops. There are a lot of street drinkers who drink and dump their cans, bottles on the streets, on roads and there is nobody to stop them. These people drink heavily and they start shouting at the top of their voices which disturbs the whole area especially at night. They also start fighting among themselves or mess with people passing by and many times their fights reach to the extreme stage when there is stabbing which leads to an increase in crimes.

This is a residential area and we don't find our self safe to live in this area because there is no public safety especially for our children because they are so much exposed to this environment where this will encourage them to smoke and drink at an early age. Many times I have seen in off-license, children try to buy alcohol or cigarette and when the shopkeeper asks for Id they refuse to show and swear at them, but then there are some shopkeepers who will sell these to children for the sake of money, so this will have a serious effect on children's future because children's get desperate to smoke or drink by looking at other people or children.

So if u grant the license for another off-license shop, there will be an increase in these crimes as people will drink even more.

So for the prevention of more crimes, for public safety, for the protection of children from harm and to make their future safe this alcohol license should not be granted.

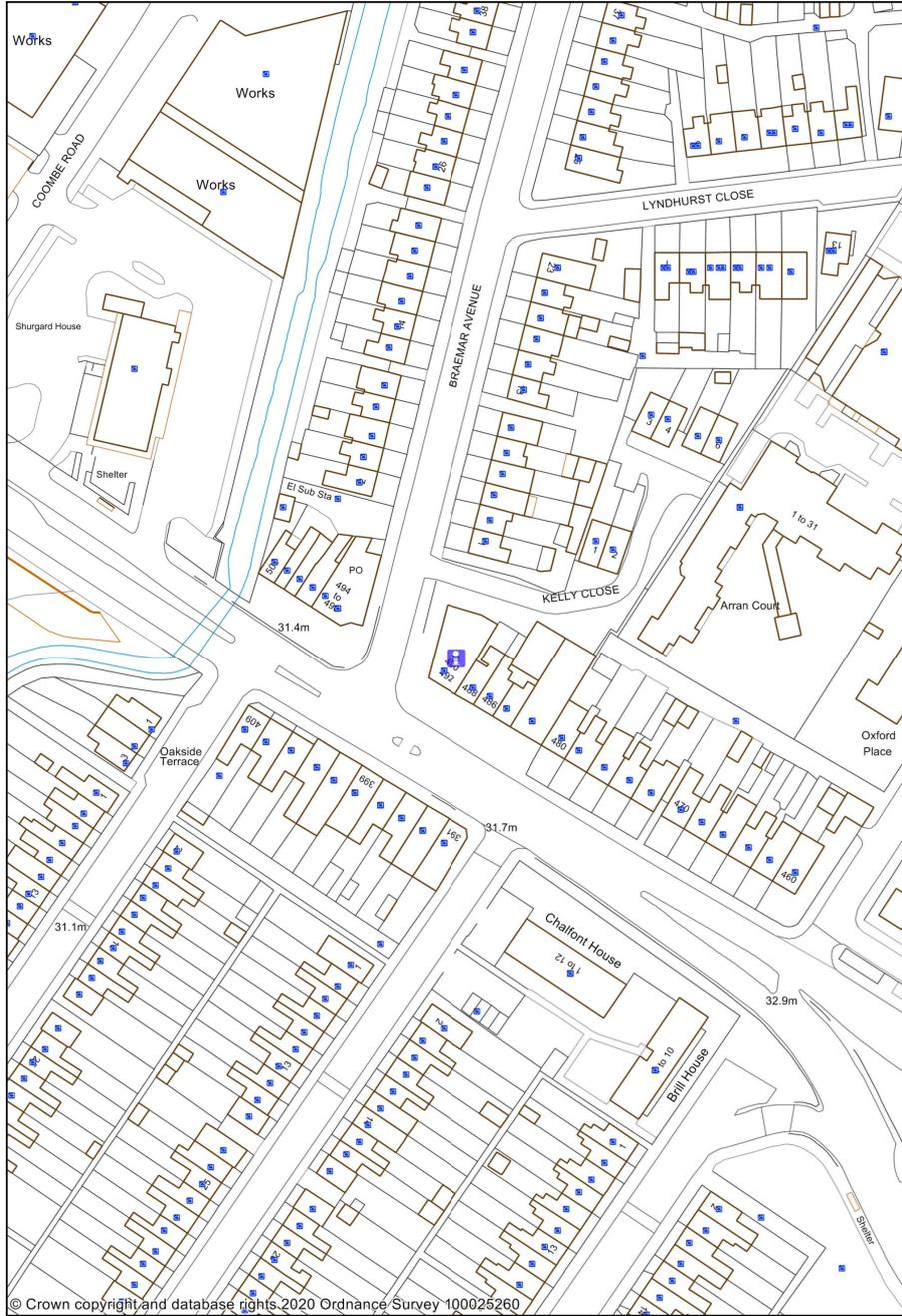
Please see the attached file, list of the people.

Listed below are the people who have an objection to the grant of this alcohol license.

I hope you take fair decision.

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Neasden Food & Wine 490-492 Neasden Lane North NW10



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1:1250

0 0.02 0.04 kilometres



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