



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 15 February 2022 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 (Vice-Chair)
Grah
Maurice

Substitute Members

Councillors:

Ahmed, Chohan, Denselow, Hector, Hylton, McLeish,
Shahzad

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 6841; Email: 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

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 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
1	Apologies for absence and clarification of alternate members
2	Declarations of Interests
	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.
3	Application for New Premises Licence by Mr Omar Imtiaz Ahmed for the premises known as 490-492 Neasden Lane North, NW10 0DG, pursuant to the provisions of the Licensing Act 2003 1 - 84

Date of the next meeting: Tuesday 15 February 2022 @ 2.00pm



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:	490-492 Neasden Lane North, NW10 0DG
Applicants Agent:	Personal Licence Courses

The application is for a new premises licence:

1. For the sale of alcohol from 10am to 10pm Monday to Sunday 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.

Mr Ahmed submitted a previous application for these premises in November 2020, which was refused by the licensing sub committee on 21 January 2021.

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, the Ward Councillor 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 490 – 492 NEASDEN LANE NORTH			
Post town	LONDON	Postcode	NW10 0DG

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

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)	
Surname AHMED			First names OMAR IMTIAZ		
Date of birth		I am 18 years old or over <input checked="" type="checkbox"/>		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
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)	
Surname			First names		
Date of birth		I am 18 years old or over <input type="checkbox"/>		Please tick yes	
Nationality					

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) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

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

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)			
Mon						
Tue						
Wed						
Thur			State any seasonal variations for the provision of late night refreshment (please read guidance note 5)			
Fri						
Sat			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 (please read guidance note 6)			
Sun						

J

Supply of alcohol Standard days and timings (please read guidance note 7)			<u>Will the supply of alcohol be for consumption – please tick</u> (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	<u>State any seasonal variations for the supply of alcohol</u> (please read guidance note 5)		
Mon	10:00	22:00			
Tue	10:00	22:00			
Wed	10:00	22:00			
Thur	10:00	22:00			
Fri	10:00	22:00			
Sat	10:00	22:00			
Sun	10:00	22:00			

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 MR OMAR IMTIAZ AHMED	
Date of birth	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	

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>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 (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. Minimum of 4 cans of beers, ciders or lagers to be sold
14. There shall be no self service of spirits on the premises

15. The premises has shutters installed inside the premises to cover the alcohol when the premises is open outside the licensing hours.
16. No alcoholic drinks or tobacco will be purchased by the premises from unannounced sellers calling at the premises
17. 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
18. All staff will have right to work in UK documents checked before being offered employment.
19. 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.**

Declaration	<ul style="list-style-type: none">• [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).• 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)
Signature	MR M S KAPOOR
Date	04 – 01 – 2022
Capacity	DULY AUTHORISED AGENT

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

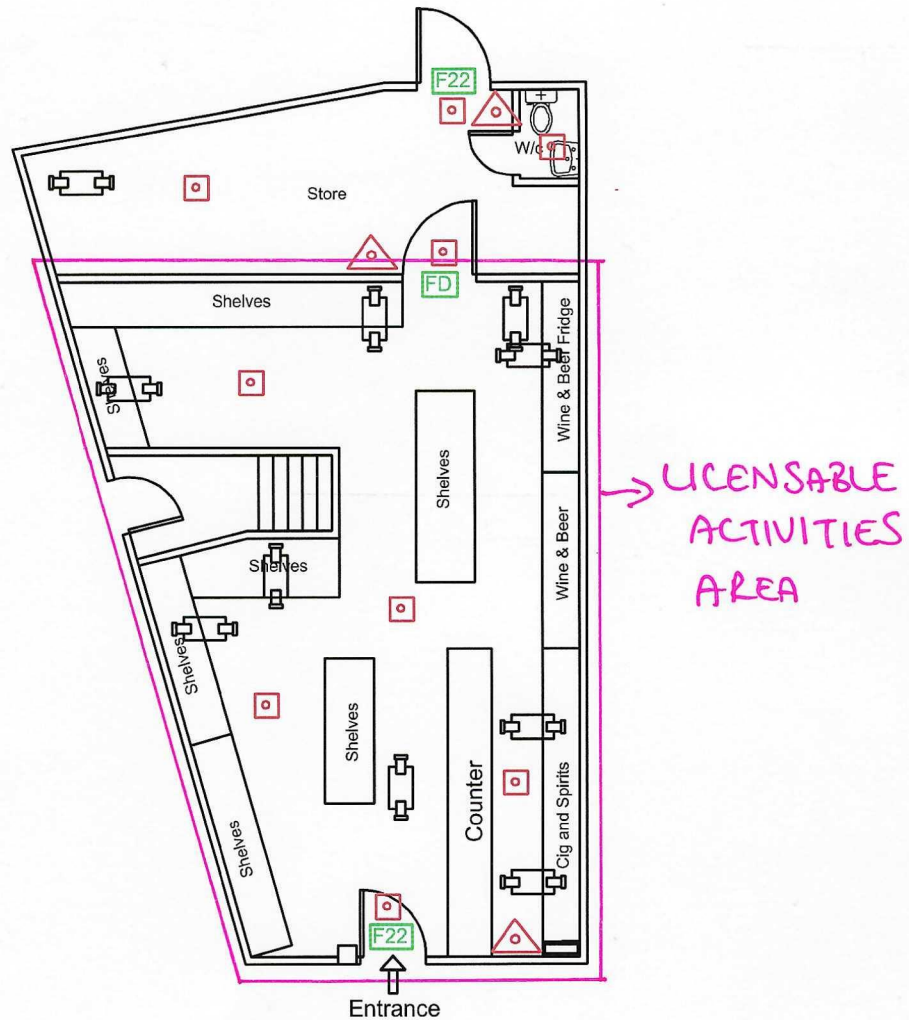
Signature	
Date	
Capacity	

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






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.

PROPOSED LICENSING PLAN



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

1st February 2022

Our Ref: 23441

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: -

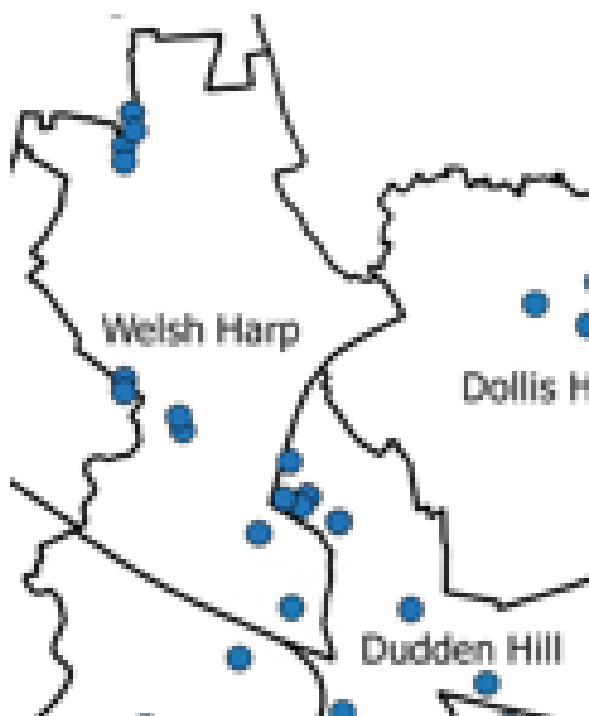
Neasden Town Centre

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.



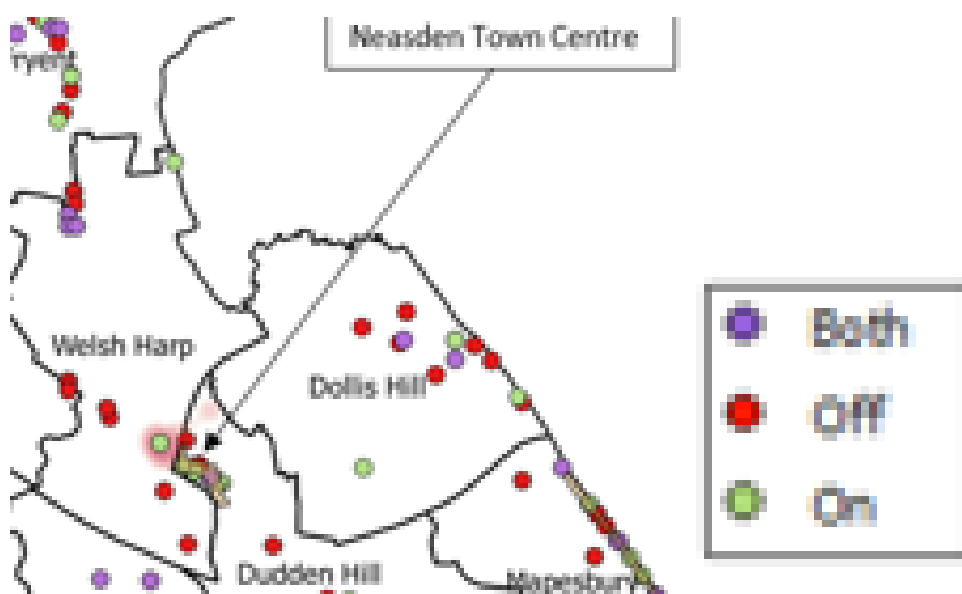
Calls to police specifically related to street drinking between 01/06/2017 and 31/05/2019

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

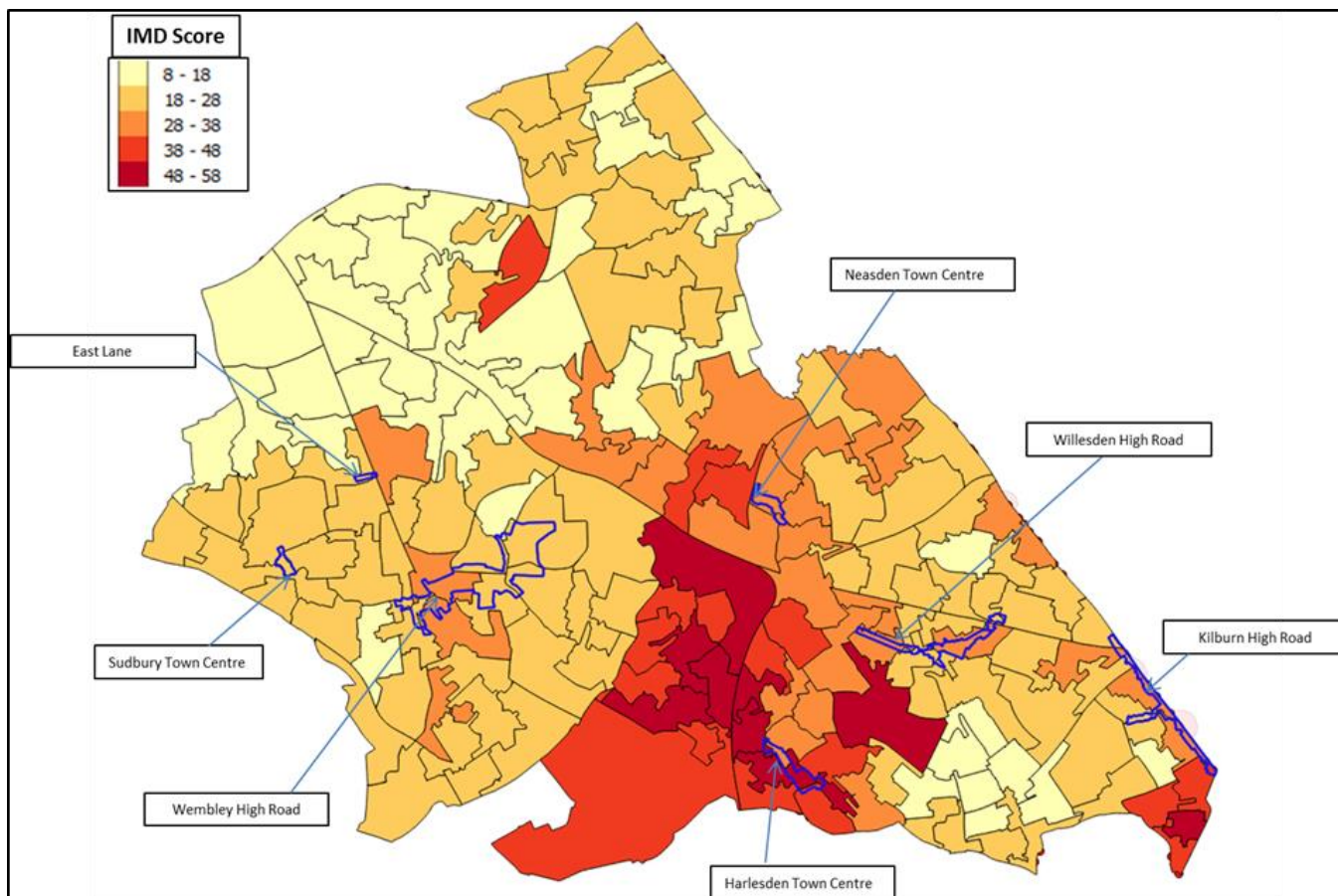
Hotspot of Violence with Injury Crimes



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.

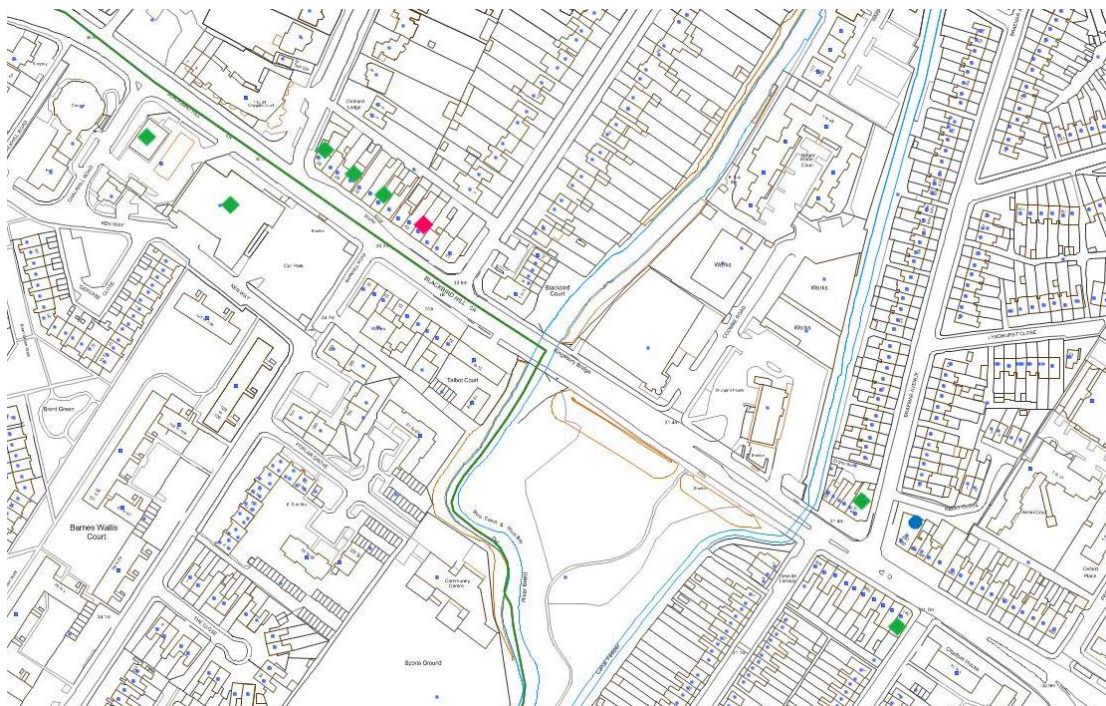
The Premises

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.

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.

It has been noted in November 2020, the applicant applied for a new premise licence for the sale and supply of alcohol and stay to open from 08:00hrs to 23:00hrs, Monday to Sunday.

The sub-committee decided to reject the application for various reasons having listened to a number of representations from the responsible authorities and objections from the public. Please see attached Decision Notice following a hearing on 21st January 2021(Appendix 1).

I have assessed this application and found no difference in the business operation other than reduction of hours. The applicant has curtailed the sale and supply of alcohol to 10:00hrs to 22:00hrs and to open from 08:00hrs to 23:00hrs.

From my previous communication with the applicant, he mentions he has experience in running a similar business in the past. Nevertheless, 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.

The applicant has failed to demonstrate he has considered the reasons why sub-committee refused his previous application. There is a lack of information to indicate that the applicant has reviewed the business model in order to promote the licensing objectives.

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 6% 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. An electronic till prompt should be used for all alcohol sales.

24. No 'Off Sale' deliveries permitted at any time.

Yours faithfully



Esther Chan
Licensing Inspector
Regulatory Services

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London Borough of Brent

Decision of the Alcohol and Entertainment Licensing Sub-Committee following a hearing on 21st January 2021 at Brent Civic Centre, Engineers Way, Wembley HA9 0FJ, via Zoom

NOTICE OF DECISION

PREMISES

Neasden Food & Wine
490–492 Neasden Lane North
NW10 0DG

1. Members of the Sub-Committee

Councillors Long (Chair), Ahmed and Hylton.

2. The Application

The application is for a new premises licence for the sale and supply of alcohol and to stay open from 08.00 hours to 23.00 hours Monday to Sunday, by Mr. Omar Imtiaz Ahmed under section 17 of the Licensing Act 2003.

The premises fall within one of Brent's Cumulative Impact Zones.

Written representations were received from the following:

PC Gary Norton 965QK on behalf of the Metropolitan Police. He objects to the application for a number of reasons relevant to the prevention of crime and disorder, public nuisance and public safety and the protection of children from harm objectives.

The area where the premises sit consists of densely packed residential housing with a small pocket parade of businesses. This area is recognised as having become badly affected by crime, disorder and anti-social behaviour (ASB) which resulted in the London Borough of Brent designating Cumulative Impact Zones under the Statement of Licensing Policy 2020–2025.

In the immediate area, within a 50m radius, there is only a small handful of business premises. Two of them are off-licences. Slightly further along, no more than a minute or so walk, there are another five off-licences in the next group of shops. Despite the small business area, there is therefore a relatively large number of on/off licences in close proximity. PC Norton stated that this has facilitated the bad habits of street drinkers,

giving them easy access to alcohol which is often compounded by irresponsible sales. This has had a negative effect in the area, leading to more crime, disorder and public nuisance and even children having access to alcohol.

PC Norton was concerned that crime, disorder and ASB in the area is slowly rising again and adding another off-licence, which relies a lot on alcohol sales, would add to those issues. Another off-licence joining the existing competition would be likely to drive prices down and potentially lead to inappropriate sales to under 18s. There is often a large contingent of schoolchildren of various ages near that location because of the presence of a McDonald's.

Esther Chan on behalf of the Licensing Authority. She objects to the application for a number of reasons. Firstly, the premises lie within one of ten Cumulative Impact Zones (CIZ) in Brent. She refers to the statement of Licensing Policy which came into effect on 7th January 2020.

The entire Borough of Brent is also subject to a Public Space Protection Order (PSPO) but in reality there are limited police officer resources which prevent the PSPO conditions from being enforced in practice. This places a greater emphasis on the responsibility of those premises that are selling alcohol for consumption off the premises. If off-licences did not exist, the number of street drinkers would decline. Simply selling alcohol to customers, who once off the premises are no longer the responsibility of the licence holder, DPS and/or members of staff, is no longer a viable option.

Ms. Chan conducted a visit in the area on 14th December 2020 and noted that the premises are currently closed. On 18th December she spoke to Mr. Omar Imtiaz Ahmed via telephone to obtain further information related to the application. Although the applicant mentioned having experience in running similar premises in the past, Ms. Chan was concerned that the operation schedule failed to demonstrate that a grant would not lead to a negative cumulative impact on one or more of the licensing objectives, and to the contrary would add to the issues of an existing saturated area.

In Ms. Chan's view, adding conditions to a licence would not be adequate when the application does not demonstrate what is being put in place to avoid further cumulative impact. Adding an additional off-licence to the eight that already exist in the immediate area would no doubt be detrimental to the local area.

In the event that contrary to their representations a licence was granted, both the Police and the Licensing Authority submitted a list of further conditions which they would require to be added to it.

Written representations were received from 14 members of the public, together with two petitions bearing over 400 signatures. The signatures themselves were redacted for data protection purposes. The written representations from local residents focussed primarily on problems with street drinking, the safety of residents and especially children in the area, and litter and soiling of the streets.

As written representations had been received, a hearing was held pursuant to section 18 of the Licensing Act 2003.

3. Representation

The applicant attended with Mr. Surendra Panchal as Agent.

The Metropolitan Police were represented by PC Gary Norton.

The Licensing Authority was represented by Esther Chan and Linda Legister.

Local residents [REDACTED] and [REDACTED] attended.

4. The Hearing

Ms. Linda Legister introduced the application.

PC Gary Norton set out the police representations and asked that the application be rejected in its entirety. He stated that crime and ASB in the area if anything have risen in the last 6 months. There are already seven similar venues in a small vicinity with a small number of possible business venues present. Neither the police nor the council have sufficient resources to oversee every aspect to the degree they would like. 24 hr police security governing the streets is not an option: they are already too stretched for that.

PC Norton stated that the need for positive action to address crime and ASB issues comes through in the CIZ but there was nothing to suggest in the application that there is anything unique about this venture. Lower prices are good for food but less good for alcohol in an area associated with street drinking and ASB. There is no discrete area for alcohol in the plan. There would be no objection to a food store with bakery and other items but street drinking is already a problem. PC Norton felt that competition with existing premises could cause a price war and increase pre-existing problems.

Ms. Esther Chan pointed out that the premises fall in a CIZ and agreed with PC Norton's position. She referred to her written representation and the other similar businesses in the area. She had had the opportunity to speak to the applicant on the 18th December. He

confirmed it would be a regular convenience store but believed that the other stores within close proximity were overpriced. He intends to provide a bakery and selection of fresh fruits and vegetables. Ms. Chan had received no communication from the application or agent providing any training manual, explaining how the premises are different to others, or other reason why her view should be changed. If the sub-committee were minded to grant the application, she proposed a series of conditions.

██████████ stated that his objection was to existing street drinkers and the possibility of a price war, which would increase the amount of street drinking.

██████████ indicated the number of existing premises and the recent difficulties in the area. There are people who consume more and more alcohol each and every day in Neasden. They are vulnerable and another off-licence would result in cheaper alcohol being sold. There are schools in the area but those children are more vulnerable than usual since they are not attending school at present.

In response to questions from the panel ██████████ stated that alcohol sales had increased in lockdown, of beers and spirits especially. People don't go to work and have nowhere to go. Anti-street drinking notices were put up did not stop it and shopkeepers and residents still have to call the police. Broken bottles and litter were left around all shops in the area, including around the applicant's premises. ██████████ was a local resident who lived above a shop but had no connection to it.

In response to questions from the panel ██████████ answered that street drinking was a problem in Neasden Lane North, with drinkers being rude and increasing problems in the area. There has been an increase in children attempting to buy alcohol so they have to trust the store staff to sell responsibly.

In response to questions from the panel PC Norton stated that he was aware of an overall street drinking issue in Neasden Lane North and that its character had changed since the start of the pandemic. Street drinking now consists of people from different communities in groups. They do not necessarily stand out as being individuals to whom alcohol should not be sold and don't live on the street but drinking is a part of their culture and they will continue to drink on the street. Litter, cans and bottles are then left lying around, especially on the side roads and around the backs. There are a number of HMO issues in the area, with large numbers of people in a packed residential area with a high population. PC Norton agreed there are not many pubs in the area to which people could go to drink. In his view catching street drinkers would require surveillance but police officers' day-to-day duties have increased during the pandemic and they are stretched very thinly. The police have ascertained that there are problems but he suggested that the best indicator

of current problems is the residents' petitions, since current police presence in and knowledge of the area is limited.

In response to a question from Cllr Long, Ms. Legister stated that the precise map of the CIZ was a matter for the licensing team.

In response to a question from Cllr Hylton, Ms. Chan stated that there were a few complaints a couple of years ago in relation to concerns with street drinkers. Those premises were warned. There had been nothing more recently but there were growing complaints to do with ASB. In terms of licensing, there are complaints about car repairs, illegal street trading and ASB other than street drinking specifically.

In response to questions from the applicant's agent, Mr. Panchal, PC Norton stated that the conditions submitted would not be sufficient to give enough support to the licensing objectives. PC Norton sent the conditions to add a level of protection for residents and expedite this process in the event that the council went against his advice and granted the licence. He knew providing conditions for the event of the licence being granted would help the council to make an informed decision. When referred to the proposed premises plan, PC Norton stated that problems in the alleyway behind the shop would not disappear if the business were to open: that might simply move the problem up the road.

In response to questions from Mr. Panchal, Ms. Chan stated that the application form and operating schedule were not sufficient to show reflection on the CIZ. She would expect an applicant for premises in such an area to go above and beyond, providing structured information showing research into the area and more. When she spoke to the applicant he said he had read about the CIZ but was not able to elaborate on it further, which exacerbated her concerns. Ms. Chan accepted that Mr. Ahmed was able to answer her questions about the licensing objectives but stated that he was not able to elaborate on them. She had invited him to provide further information/comments but received nothing.

In response to questions from Mr. Panchal, [REDACTED] stated that [REDACTED] owned the shop and that she was no relation of his. The licence holder of the shop was [REDACTED]. The petition had been carried out by another local resident associated with the neighbourhood watch. [REDACTED] ran the post office within the shop.

[REDACTED] stated that [REDACTED] ran the shop. She runs the post office and lives there but [REDACTED] has nothing to do with the shop. They collected the petition from people who came into the shop and from local residents living in the area.

Mr. Panchal presented the case on behalf of the applicant. This area is in a CIZ. That does not mean that the application cannot be granted if sufficient promotion of the licensing objectives is proved and it does not hinder the CIZ. The petitions were shopkeepers worried about another shop opening up in the area causing competition. What his client would achieve is a good thing – a bakery – and he had good plans. The Challenge 25 policy would be in place, neighbours' concerns would be dealt with, there would be a training manual and incident book on the premises, and the full licensing objectives would be robustly promoted.

This will be a bigger shop like a Tesco Express. His client's family has 30-40 years' experience in running these kinds of businesses. During those years they had not breached any of the licensing conditions. They ran multiple shops including one in Cricklewood for over 12 years, where his client was the licence-holder with no breach of licensing conditions. The shop would contain a bakery and fruit and veg sections. It would not be fully an alcohol shop: alcohol would be 20-30%. In this day and age people want to buy everything in one place and the alcohol would supplement the other goods. There would be two cash points and two cashiers in the shop. There would be four other people working on the floor so about six staff when the shop is open. There would be staff trained in security. It would be secure and provide employment for 9-10 people on the basis of two shifts including two members of staff (in the two different shifts) trained in security. His client wanted to work with the responsible authorities and had done so in the past.

At the present moment the shop is closed. His client is spending over £100,000 to refurbish the shop. They hoped that the licence would be granted and the guidance is that supermarkets should usually be allowed to sell alcohol unless there are good reasons why they should not. The shop would be well secured with security in place, they would not sell anything of strength over 5.5% and they were happy to follow the conditions laid out by the police and licensing officer. They would sell nothing over 5.5%, no miniatures and no single cans. This is a bigger vision of how the shop will run and seems to be worrying the other shopkeepers in the area who, based on the objections, were worried by the possibility of a bigger shop, Tesco Express, Sainsbury's Express in the area.

His client would not sell cheap alcohol: there are limitations on alcohol price and he would not undercut the other shops. He would follow the legislation and make sure the right prices are charged. He would ensure all the waste collection is in place and all staff are trained in the licensing objectives. Much care would be taken. When Mr. Ahmed was interviewed by Ms. Chan the licensing officer, he clearly stated his family had been in the supermarket trade for 30–40 years and he had worked in supermarkets since leaving secondary school. He had answered all Ms. Chan's questions correctly. With all his experience and his vision and plans, the licence should be granted.

In response to questions from the sub-committee members, the applicant stated that his shop on Walm Lane was a family business in which he had worked since school. He has worked in various areas across London in different branches and had personal licences, premises licences, in his name. He is local to Neasden Lane. It is a busy main road with residential side roads. He was aware of the crime situation. At the moment the premises have been closed for quite a while. There is a closed road at the rear of the shop and parking at the sides and rear. When he took over there was broken glass and people loitering but he cleared a lot of that up and put in floodlights. In the evening people park up and are a nuisance, drinking and sometimes vomiting. When the business is open there will be a presence of people inside the premises and, unlike others in the area, it would be well lit. There will be good visibility – no posters in the windows – so he thought that would be some comfort to people walking in the area.

The applicant stated that there would be an in-store bakery inside the shop with the ovens in the storeroom. Spirits would obviously be behind the counter. There would be a small wine section, small beer section and cooler for beers with shutters so that outside licensing hours the shutters will be closed with no access to alcohol, not to customers or staff. Bread would be sold to the left as you come in, around the shelving area. It would not be a specialist baker but would provide fresh bread, croissants, French bread etc. His focus will not be alcohol but frozen foods, cleaning products, fruit and vegetables, soft drinks. Fruit and veg from Spitalfields fruit market would be displayed on the forecourt with everything else inside. He stated that he wished to sell alcohol because of the convenience. The premises would not be a specialist off-licence but people might want to buy a bottle of wine with food for their convenience. He would join Nisa, a retail consortium which provides special offers on dairy products, household products, cleaning products etc. to attract non-drinkers He would not promote alcohol but would like to have it in-store.

The applicant answered that the car park could contain 4 cars parked properly. Bays would be marked and floodlights in place for the evening. He did not want anybody hanging around or dumping rubbish. Since taking over he had had two skips. People are still dumping rubbish but because they know there are renovation building works going on they try not to go there. There would be CCTV of the side and rear of the shop with the security officer inside the shop looking after the exterior. Someone would maintain the fruit and veg display outside the shop and could also keep an eye on the parking. There would not be anything at the front to block access to the carpark. Opposite the counter would be two large TV screens as CCTV monitors. There would be at least 16 cameras inside the premises. One screen will show fruit and veg, outside and rear. Staff at the counter will be able to monitor it and the same will be applied in the back office: a manager, myself or a member of the family sitting in the premises watching the TVs.

He answered that the main licensing objectives are prevention of crime and disorder, promotion of public safety, prevention of public nuisance and protection obviously of children and minors from harm.

The premises are not currently supervised and the parking is open. There are two shops across the road. The applicant saw people drive there, park, walk across the road and walk back. People don't like paying for parking and at the moment the parking is used for the shops across the road. They are parking illegally – there is a notice warning of clamps – but that is not being enforced because the premises are empty. The barber next door has parking at the back. The parking might be used for personal or staff parking. The applicant stated that he would like his shop to be so good that people would drive to it, and would provide a convenient place to park if people wanted to drive, but that most would walk in. He did not think that local residents would drive in but might walk in on their way home. He intended to provide a delivery service for the elderly.

The outdoor displays of fruit and veg would be at the front and side on the private forecourt. It would be self-service with payment taken inside the shop. A member of staff would fill and maintain the display and help customers. He would not sell it for £1 per bowl. The bakery would sell French stick, baguettes, croissants and pastries but not ordinary loaves. There would be sliced bread delivered daily with the milk.

The applicant had a 15-year leasehold interest in the shop.

In response to questions from Ms. Chan, the applicant stated that training would be conducted by an agent on all occasions. He is the DPS and had dealt with street drinkers before, when he would politely tell them to leave. He tends not to serve them because they are nuisance and do not form the impression he wants outside his supermarket. He characterised street drinkers as people who buy some cans, go outside, chill out with their friends and maybe smoke. The applicant stated that he does want that kind of atmosphere around my business; the supermarket would look bad and good customers will be deterred. There would be heavy CCTV monitoring of the external area from the back office, remotely from home and by cashiers watching the monitors in front of them. He would not sell paper cups.

In response to the suggestion from the sub-committee that he would be the start of the chain, with drinkers buying a four-pack from him at the start of the evening and then buying single cans from elsewhere later on, the applicant answered that sensible shopkeepers would not sell to someone under the influence of alcohol. If someone had bought four single cans from elsewhere and then came to him, he would not serve them. He would not sell to anyone who was a regular street drinker. He could not liaise with other shops but could deal with his own staff. He had been in this business since leaving

school. He said he had seen prostitutes, street drinkers and suited & booted people who look responsible but smell of alcohol. He would not sell to them: his licence is his bread and butter.

The applicant stated that fruit and veg would be some of the shop's income and that non-drinkers might come in for fruit and veg, frozen foods, soft drinks and cleaning products. He would sell pre-packed meats, both halal and non-halal. The wall behind the counter will be cigarettes, spirits, wine, beer, mineral water, juice and cordials along one row. Then a small chiller for wine and beer. The fridge for meat was wrong on the shop plan but would be 5m in size, beside the staircase. That fridge would contain meat and dairy products. It would stock only the necessities, not a full range or specialist products but the daily products people buy.

In response to a question from Ms. Chan pointing out that she had just conducted a land registry check and the side of the premises did not belong to him, the applicant responded that he did own a part of it (the front). Should he need further space, he would obtain a licence to display on the side. In response to further questioning he stated that the shelving would be only up to waist height so as to allow everything to be visible through the windows.

In response to questions from PC Norton, the applicant stated that excluding his family businesses he had a butcher's supermarket and a body repair shop in Neasden. He previously bought, ran and sold shops but decided to take a break. It would be run as a family business with him, his wife and other family members there the majority of the time. During licence hours there would always be a manager and two or three licence holders on site. PC Norton pointed out that many family and corporate businesses operate in similar fashions but that in CIZ areas the question is what is unique or better, to reassure the authorities that the business can open and serve alcohol. The applicant responded that he was not opening a corner shop selling alcohol, but a similar shop to a Tesco Express or a Sainsbury's. He acknowledged a substantial part of the business would relate to alcohol but said that the business would focus on other areas. He did not agree that alcohol would make up 20–30% of the business based on shop layout.

In response to questions from the sub-committee, the applicant stated that there would be two electronic tills with two cashiers at all times. He anticipated 10–15% of the business' turnover being alcohol but did not know how much money that might represent. It would maybe be 10–15% when quiet but that was just an average guess. He had decided to open a shop here because in his view there was no convenience shop on that stretch of road. He was not talking about Lidl for a weekly shop with trolleys or M&S in the petrol station or Asda. People would rather shop in convenience for a packet of cigarettes, bar of chocolate, bread or nappies than queue in a supermarket. He had not heard of the 15-

minute neighbourhood concept. The applicant acknowledged that there was a street drinking problem in Neasden Lane North and the adjoining roads and described problems with people dumping rubbish, broken glass, empty beer cans and vomit even whilst his premises had been shut. He said he would prevent this, with floodlights and bins in place with rubbish collection. The area around the shop would be monitored and kept as clean and comfortable as possible. He intended to work with the local community to improve the area. Staff would be fully trained to identify street drinkers and those who smell of alcohol or who appear to have been drinking by their body language or expressions. Street drinkers and those already drunk or tipsy would not be served, which would be a decision made by the member of staff on the counter.

Ms. Chan then summed up on behalf of the licensing authority. She said that the premises fall in an area saturated with residential dwellings and an array of shops. Alongside street drinking there are other issues including ASB. The applicant stated that he had made some changes already, including floodlights, but the authority had seen an increase in street drinkers using alleyways for their drinking habits. She continued to oppose the application on the basis that it was neither unique nor bespoke. Whilst the applicant is happy to satisfy all the proposed conditions, were issues with respect to the display of fruit and vegetables outside potential breach of condition 17. If the sub-committee granted the licence, Ms. Chan suggested that that condition be removed.

PC Norton then summed up on behalf of the police. He said the answers and reassurances given did not show exemplary planning despite the premises falling in a CIZ. The applicant had acknowledged how difficult it can be to prevent sales to street drinkers and in PC Norton's view, the only defence is to prevent the licence being granted in the first place. The only unique points of the business were the fresh foods and groceries, which were more like a USP than the alcohol. The applicant had emphasised how much money he spent on this venture but he had not done so out of charity or the goodness of his heart, but to make more money. This is a family business that would not have professional specific door staff as security officers. The only tools to prevent more street drinking were hopefully good judgment, which is in short supply in that area and many areas around it. PC Norton pointed out that when answering Cllr's Ahmed's question about what the licensing objectives are, the applicant reached across and picked up a piece of paper before giving them. PC Norton remained opposed to the application being granted.

██████ & ██████ summed up by saying that what they need as local residents is a fresh meat shop, laundrette, dry cleaners and medical store, not another off-licence.

Mr. Panchal then summed up on behalf of the applicant. He said that he had referred the sub-committee members to the relevant legislation and the applicant had answered all of the questions. If all licensing objectives are promoted, all aspects including merits must

be looked at. He said there were so many merits of this business which would bring improvement and employment to the area. The outside vegetables were a worry but the applicant had made clear that the shelving would be no more than waist high and a clear view would be maintained into the premises at all times. He was aware of what licences would be required. He had experience and had showed the sub-committee how robustly the full licensing objectives would be promoted, the area lit, and the staff trained.

5. Determination of the Application

Pursuant to section 18(3) of Licensing Act 2003, the sub-committee had regard to the representations and considered which of the steps listed in section 18(4) (if any) it considered appropriate for the promotion of the licensing objectives namely:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm.

In making its decision the sub-committee also had regard to the Home Office Summary Review Guidance and Brent's licensing policy, including the fact that the premises fall within the CIZ in Neasden Town Centre. In addition, the sub-committee took account of its obligations under section 17 of the Crime and Disorder Act 1998.

6. Decision

The sub-committee listened carefully to the representations made by the parties at the hearing and took into account the written representations.

The sub-committee decided to reject the application for the following reasons:

- 1) There was no unique aspect to the business plan as it related to the sale of alcohol, and nothing to differentiate it from the other existing licensed premises in the area.
- 2) They were not satisfied from the application or the applicant's answers to questions that there was any evidence there would be no negative cumulative impact on the licensing objectives.
- 3) They were concerned that granting the licence would have a negative cumulative impact on the licensing objectives of preventing crime and disorder, upholding public safety and preventing public nuisance.

- 4) They were concerned that the applicant acknowledged how difficult it can be to avoid sales to street drinkers and that there was no evidence granting this licence would not have a negative cumulative impact on the licensing objectives, bearing in mind the existing similar premises in the immediate area.
- 5) They were concerned that the measures suggested to improve the areas outside the shop, including floodlights, would simply move problems along the road rather than preventing the shop from exacerbating the pre-existing problems in the area.
- 6) It was unclear precisely what proportion of the shop's income is intended to be alcohol sales. The applicant's agent described it as being 20-30% and the plan showed significant amounts of shelf space dedicated to alcohol displays, whilst the applicant himself described it as being only 10-15%.

7. Right of Appeal

The applicant and any person who made relevant representations has the right to appeal against this decision pursuant to section 181 and schedule 5 of the Licensing Act 2003.

If you wish to appeal you must notify Brent Magistrates' Court within a period of **21 days** starting with the day on which the Council notified you of this decision.

Dated 21st January 2021



**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Brent Police Licensing Unit

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

NW BCU Licensing Department - Brent

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

Tel: 020 8733 5008

Email:

nwmailbox.licensingbrent@met.police.uk

Web: www.met.police.uk

Your Ref: 23441

Our ref: 01QK/005/22/3122NW

Date: 17th of January 2022

Police representations to the application for a new Premises Licence for '490-492 Neasden Lane, NW10 0DG'

Police certify that we have considered the application shown above and 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.

**Officer: PC Phil Graves
Licensing Constable 3122NW**

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 Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

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

The Application

The application is for a new Off License / Convenience Store in Neasden Lane in between Blackbird Hill and the North Circular.

The applicant is asking for venue to be open from 08.00 hours to 23.00 hours Monday through to Sunday. The sale of alcohol is requested from 10.00 hours to 22.00 hours Monday through to Sunday.

The application quite rightly states that the venue is located within one of Brent's Cumulative Impact Zones (CIZ).

Cumulative Impact Zones

Brent Council Licensing Policy introduced CIZ's on 7th January 2020 in order to combat a rise in crime, disorder, public nuisance, anti-social behaviour and street drinking all of which is fuelled by the sale and consumption of alcohol

There are many studies reflecting the relationship between alcohol consumption/abuse with increases in ASB and violent crimes, as highlighted by such organisations as the Institute of Alcohol Studies. There is also evidence that the most disadvantaged of socio-economic groups (as represented by some of the local populous) that they are disproportionately at risk of alcohol-related violence.

Police Representations

I've run intelligence checks on Neasden Lane North and Blackbird Hill where the venue is situated from 12/07/21 to 12/01/22 (a six month period), which shows the following figures:-

- (a) Fifty-five (55) Recorded crimes. These are a wide variety of crimes including assaults, possession of drugs, racially aggravated public order offences, GBH, domestic assaults and numerous thefts.
- (b) One hundred and forty eight (148) Calls to police
- (c) Five (5) Stop and searches by police
- (d) Nine (9) Arrests
- (e) Ten (10) Calls for drunk and disorderly behaviour
- (f) Fifteen (15) calls for Anti-social behaviour

Overall there are 248 intelligence hits for this stretch of road. None of these figures include the other side of the North Circular.

In addition to this area which is already suffering from very high crime figures, there are at present eight (8) other licensed premises selling alcohol to the public. This community does not require another venue selling alcohol which will only fuel the street crime, ASB and create price wars between rival off licenses.

The applicant is for a 'standard' off license / convenience store with no 'speciality' theme or products. I see no benefits in adding another bog standard off license to Neasden Lane with the existing crime rate.

Taking into account of Police concerns and guidance related to CIZ's given in the Brent Council guidance; the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives.

Police records also show that an applicant was submitted for the same venue in November 2020 which was processed as a CIZ application and it was refused by the committee in January of 2021.

Due to all the points raised above, the Police licensing team oppose the granting of this premises licence.

Yours Sincerely,

PC Phil Graves 3122NW
NW BCU - Brent Licensing
Philip.Graves@met.police.uk

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From: Agha, Councillor Amer <Cllr.Amer.Agha@brent.gov.uk>
Sent: 07 January 2022 16:19
To: Business Licence <business.licence@brent.gov.uk>
Subject: Re: New premises licence application 23441 - Welsh Harp

Dear Colleagues, Hi

Thank you for letting me know about this application
I have some reservations as there are already lots of ASB and street drinking issues in that area and adjacent streets and parks
Residents are already in contact with us regarding few of these issues
Availability of alcohol in these hours will make the situation even worse.

Thank you

Regards

Cllr. Amer Agha
Brent Labour Councillor for Welsh Harp Ward
London Borough of Brent

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Sent: 16 January 2022 21:27

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

Subject: Ref .490=492 Neasden lane north application for licence

I would like to object application for following reason .

There are 3 school in area meaning large amount of children are exposed to frequent scenes of public drinking smoking there is no children safety

We have often seen under age children asking for cigarettes and alcohol and will find use swearing ,scream

Some shopkeeper may not be stringent as other may prioritise money over safety over children and future wellbeing

Alcohol business will encourage street drinker and these type of people change behaviour and it will not create significant amount of job for local people and late night opening means disturbance for local people safety and night sleep

We are not on high street it is local village type area .This area come under c.i.zone as it's we have 7 off licence within one and half mile so u can do understand how difficult it is.

Another off licence will be more harm

Then help to local people

Residence local association [REDACTED] has objection as we oppose last time with 500 signature and this time same amount of people has objection last time has been rejected .

These time no notice on premises i do not know why not displayed .its illegal to do so .Even if he insist to view property its his premises safety not public or children safety.

In conclusion we are submitting signature of local residents .It's an area struggling with crime street drinking police call out noise pollution litter and issue regarding children safety

Sorry to waste your important time but this matter is very serious so we are objecting this application.

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Sent: 16 January 2022 10:48

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

Subject:

Ref no 490. 492 Neasden Lane North

Applied for licence which is not required in this village area these one is not high street and it come in certain zone are .

Where crime and children safety plus old people like me living in this are last 20 year

These area has gone bad in crime because of alcohol

Please children safety and local old age people safty is more important so all

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Sent: 15 January 2022 11:43

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

Subject: Regarding 490_492

Application for licence as your offices aware of crimes and neusence activity of littering and safety's plus swearing and so many other problem we having so it's our humble request not to grant 3rd shop within mile my nae is [REDACTED] we have petitions in line for your office thanks.

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Sent: 17 January 2022 20:14

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

Subject: Re: 490/492 neasdenlane north application for licence as we did request you last year for the same objection

We have so many alcoholic people and rubbish and it's come in certain zone so we are not suppose have so many off licence and this premises was rejected before so we as local resident its enough it disturb our living in local area as its not high street please check with police

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Sent: 17 January 2022 20:31

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

Subject: Ref 490/492 Neasden lane north

Here by we would like to take objection on this matter me and my family live in this area since last 18 years my children grown up in this area.

Trouble we gone through because of so many off-licence in area children are not safe

We have 2 to 3 school it is effecting them very bad and these area according my knowledge is in c.I.zone there should not be more off licence

On the other hand one more trying to open

Please for the sake of safety of children and Heath and peace of area stop street drinker and abuse noise and unwanted public

In final say I would request please contact police we had so many occasion crime and violence had to call police

Please no more off licence in area

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Sent: 18 January 2022 10:37

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

Subject: Objection on the grant of alcohol licence

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 no490-492, Neasden lane north, NW100DG.

I am a resident of this area living on [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,

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From: [REDACTED]
Sent: 19 January 2022 13:12
To: Business Licence <business.licence@brent.gov.uk>
Subject: 490/492 Neasden lane north

Above premises has applied for off licence

As a local resident we did petition before and we are doing now We all worried about our children noise and unexpected behavior of Street drinker shouting swearing and abuse by them .as you must have notice some where on street in your person Safety of children an old age people plus rubbish and main these count as village And it comes c I zone.so please police has problem as well and school teacher often complain about under age smoking and drinking so please record our objection Seriously thanks for. Listing me.

This page is intentionally left blank

Sent: 22 January 2022 23:18

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

Subject: Re: 490_492_ Neasden Lane North

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: 27 January 2022 13:17

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

Subject: Objection on the issue of Alcohol licence to 490-492 NEASDEN LANE NORTH, NW100DG

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 live [REDACTED] Neasden Lane North NW100BD [REDACTED]. I have objection on having another off-licence because there are already 2 off-licence shop and there is lots of nuisances in the area. There are lots of street drinker here, which we are scared of . We are scared to sent our children out, And if you grant another off-licence will make the situation worse.

So for the public safety , prevention of crimes and public nuisance and for the safety of our children , this alcohol license should not be granted.

I hope you take a fair decision.

Thank you

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Sent: 30 January 2022 00:31

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

Subject: objection on the grant of alcohol license to shop no.490-492

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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Sent: 31 January 2022 06:36

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

Subject: About the premise licensing of 490-492 Neasden Lane North

Respected Authorities,

I am the resident and also writing this on the behalf of the residents of Neasden Lane North area (e.g. Near the 490-492 Neasden Lane North , London NW100DG.) to let you know that we are completely against of you to provide the license to MR. Omar Imtiaz for another shop which will sell the alcoholic and tobacco products.

As per the current situation of the Area due to many numbers of off license shop many criminal cases has been increased every year. Not long ago 3 murdered case were happened. Also the usual abuse in the street made very unsafe environment for women and old age groups . These shops sell same products in the area where as within a mile there are 2 super markets which are more than enough to full-fill our needs . We don't want another shop to spoil our kids on top of there are three school near this premise and many of children are watching and learning from these addicted people. It's harsh to say but there are high chances of them carrying an addictive habits which definitely ruin their career and life .

Hope you listen us as it is very serious matter to look at!!

Thank you .

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Hope you listen us as it is very serious matter to look at!!

Thank you .

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Sent: 31 January 2022 15:12

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

Subject: Appeal to license application:490/492 Neasden Lane North

To Whom it may concern

Regarding the commercial premises 490-492 Neasden Lane North.

Firstly I have just noticed a sign go up outside the above named premises and stating an expiry for representations to be the 1st Feb.

Seeing as the notice only went up in the last week, is this not an unusually short window to allow people to make representations? If there was a delay in displaying these plans, the window to allow others to respond should also reflect this delay.

I have lived in the area for over 20 years.

The deterioration I've seen due to street drinking has been worrying.

Firstly, there is always congregations of drinkers at the corner of Braemar Avenue and Neasden Lane. They are usually very loud, quite visibly drunk, very obviously drinking - there is often no attempt to hide the drinks and they are a nuisance.

They leave behind empty alcohol containers, food packaging and often urinate on the surrounding premises. It leaves a very smelly and dirty ambiance to the area.

Secondly, there are often disturbances during the night because either the police have been called and their sirens awake us, or the actual disturbances are being caused by the drinkers and we hear loud laughing, swearing and shouting into the night. Having spoken to a few local police officers they also agree to an increase in alcohol related crime, and have the crime figures to corroborate this.

Thirdly, there are already TWO late opening off-licences at the end of Braemar Avenue. One is open until 11pm, which is already the end of the day! There is absolutely no need for another type of off license. There is more of these types of businesses up the road and in the other direction towards Neasden Shopping centre. Seeing as there is nearly 7 such shops within a 2/3 mile radius, what is the reason for another?

Fourthly, there is a severe safety issue. Kids in the area are set a bad example through this behaviour. In addition to this, it stops people being attracted to the area because they only see what we as residents see, an area plagued by alcoholism and hangabouts. I worry about the safety of my kids daily and will never let them be out after dark, never.

So in conclusion, the area is already struggling. Another one of these businesses would truly ruin the area and hamper any chance of a potential revival. If this license is granted, the council is submitting the residents to more noise pollution, more litter, increased disturbances, increased police call outs and a risk to public safety. It should be categorically rejected.

Sent: 31 January 2022 16:52
To: Business Licence <business.licence@brent.gov.uk>
Subject: 490-492 Neasden lane north Nw10

Application for licence

I would like to object that application

Very few but points

These area is full of street drinker after drinking they use abusive language and in that situation They swear shout and sing infront of children Use abusive words it not safety for us old people and young boys we have so many people are against this off licence so accept my request Thanks a lot

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Sent: 31 January 2022 17:14
To: Business Licence <business.licence@brent.gov.uk>
Subject: 490-492 Neasden lane North

Hi there,

i want to report one of the very serious matter regarding the opening of the new off license in neasden lane north.

Basically the issue is there are already 2 off license which are selling the alcohol and tobacco which is already polluting the environment and especially the young and teenagers kids who can have easily access to the alcohol and tobacco which is bad for their health and also affecting the neighbourhood because of these street smokers and drinker there is no peace and respect to young and old one.

there future and also little one who growing up in this type of environment are seriously damaging the young generation if there is a new off license is opening with selling the alcohol beers and tobacco it will increase this issue and neighbourhood in the neasden lane north will be raised up .

i am kindly requesting the brent council that not allowed new and more off license in the neasden lane. the recent one is 490-492 neasden lane north which will create more pollution noise and a great and easily raise to the social and young teenager smoker .

Hopefully the brent council will understand the situation and not to allowed the new alcohol and tobacco license in this area.

i will keep an eye to hear back from you soon thanks

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Sent: 31 January 2022 21:51

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

Subject: Appeal of license neasden lane

To whom it may concern,

I am writing to oppose the granting of an off license to the premises 490-492 Neasden Lane North.

I live in the area, and thought we had successfully had an application turned down, but now I've just noticed a new application has been made.

The sign went up outside the premises I believe on Tuesday 25th January and the closing date for appeals is 1st Feb? Why the short interval?

Having lived in the area for a long time, I have first hand witnessed the decline of some parts of the area.

I have seen an increase in litter, particularly beer cans and small, empty spirit bottles.

I have noticed an increase in people hanging around on street corners, particularly Braemar Avenue.

I have seen more and more policemen having been called to the area. Their sirens, especially at night times can be really loud and distressing.

Being a woman living in the area, I have often felt unsafe walking home at night. I have been approached and accosted on multiple occasions and constantly live in fear when walking the area at night. I also have two small children, both of which I also worry about going forward. I am considering leaving the area because I don't feel these surroundings are safe nor nurturing enough for my kids.

The fact this is even being considered for the second time is scandalous. There are 2 schools in the area, many kids live nearby. It is not safe for them to be surrounding by street drinkers, opening another store would only invite more street drinkers to the area. These street drinks are capable of recruiting kids to run bad errands and set bad examples of what being a grown up is.

Furthermore, adding another store like this to the area will further drive down prices of alcohol as business struggle to survive, further inviting more street drinkers to the area, with the guarantee of cheaper booze.

To finalise, there's too many street drinkers, too much litter, too much noise and a lot of trouble in the area already. Adding another off license will further risk the area's future.

For your consideration

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Sent: 31 January 2022 23:59

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

Subject: Off license appeal

My name is [REDACTED] and I live at [REDACTED], a short walk from 490-492 Neasden Lane North.

I have been alerted to the fact that the address above has applied for an off license again. I have written to you previously to oppose these plans, I'm unaware of the outcome of the previous appeal but having seen the sign on the street recently, I thought it best to be in touch again.

I oppose the granting of this license for many reasons, these are listed below.

1 - There is already many stores within walking distance that sell alcohol until late at night. We do not need another.

2 - There is a lot of people hanging around at night. They leave rubbish everywhere and shout rude things at people. My late mother would complain a lot about people shouting rude things at her because she was walking slowly, she also said she sees these people throwing rubbish all over the place.

I get back from work late at 10.30pm, and when I get off the bus there is always drunk people there. I myself sometimes get off the bus and go to buy beer and food from the shop that is always open, costcutter. If there is already two shops open here why do we need another one?

3 - when I get back from work I often see police around the area. They are always dealing with people pissing in places and causing fights. It is really a waste of their time and my tax money.

4 - adding an off license doesn't help the area. It will make it worse. More people will come here because they know they can get a drink at a late time. Also if many shops are selling the same items then sooner or later they will all have to start selling cheaper, this is good for customers who want to buy beer but it's bad for everyone else.

5 - it is not very fair if a new shop opens and ruins the business of the shops already here. There is two very good shops and a Eastern European shop. Why do we need one more?

6 - My sisters kids don't like to come and visit because they don't like to play or be around the area. They call the drinkers 'the smelly men'. Kids are very honest. I worry about having kids because they will not be very safe in this area. The park area opposite McDonald's is not nice for kids because there is always people drinking from beer cans and bottles which are in black plastic bags. It is not safe.

There are more reasons which you can probably see but I think my reasons are enough for the council to say no to these ridiculous plans.

Thank you

Regulatory Services {Licencing Brent Council, Brent Civic Centre,
Engineers Way, Wembley HA9 0FJ

Petition submitted by, [REDACTED]
ODL Member of Welsh Harp Joint Constative Committee also
representing the voices of Braemar Avenue residents and
surrounding areas.

Petition



Petition for objecting the grant of alcohol licence to shop No. 490-492, Neasden Lane North, London, NW10 0DG

The Motion

We the local residents of Braemar Avenue and surrounding areas signed bellow.

Present this petition to the licencing authorities of Brent Council to OPOSE a granting Alcohol licence to newly proposed supermarket.

The reasons for our opposition.

- 1) Pollution and increase of litter within area, streets and local parks and waterways.
- 2) Increase of antisocial behaviour and drinking screaming abusive language and fights in late nights do lead to more stabbings.

- 3) Large gatherings / groups on the corners do intimidate parents walking kids from or to school.
- 4) We stand together to protect our little independent corner shops that's here for generations from fears competition.

The crime in the area are on the increase by the day due to these large alcohol shops .There is loads of drinkers who then dump their beer cans or bottles in our gardens, our streets are awash of. The local park at Quinton Street open space and little canal is cleaned by volunteers. Reports are made of 10 large bags of beer cans and bootless are picked weekly from hedge grows and water including river Brent.

Large gatherings of drinkers are seen on almost daily bases, smoking and intimidating residents and their children. Occasionally fights break among themselves and many cases fights are extremal and police is called.

This is a residential area and we don't wind ourselves safe drunken behaviours spread fear among us because there is lack of police presence we no longer feel protected from abuse and violence.

We do care for our children and our environment and granting alcohol licence to another shop will be disaster for our streets.

If you do grant licence to another off-licence shop there will be an increase in crime as people do drink more and more and people will die in result of drinking alcohol.

So for the prevention of crime, for the public safety, for protection of our children from harm and to make their future safe. For protection of our streets, parks and waterways who can't speak. We say no we say enough and this licence should NOT BE GRANTED and refused permanently.

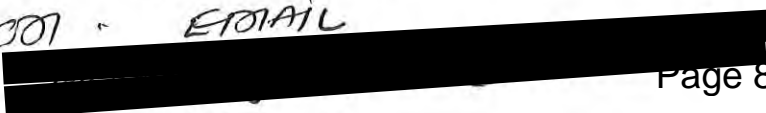
We the local residents hope for positive outcome of your decision in our favour.

Kind Regards

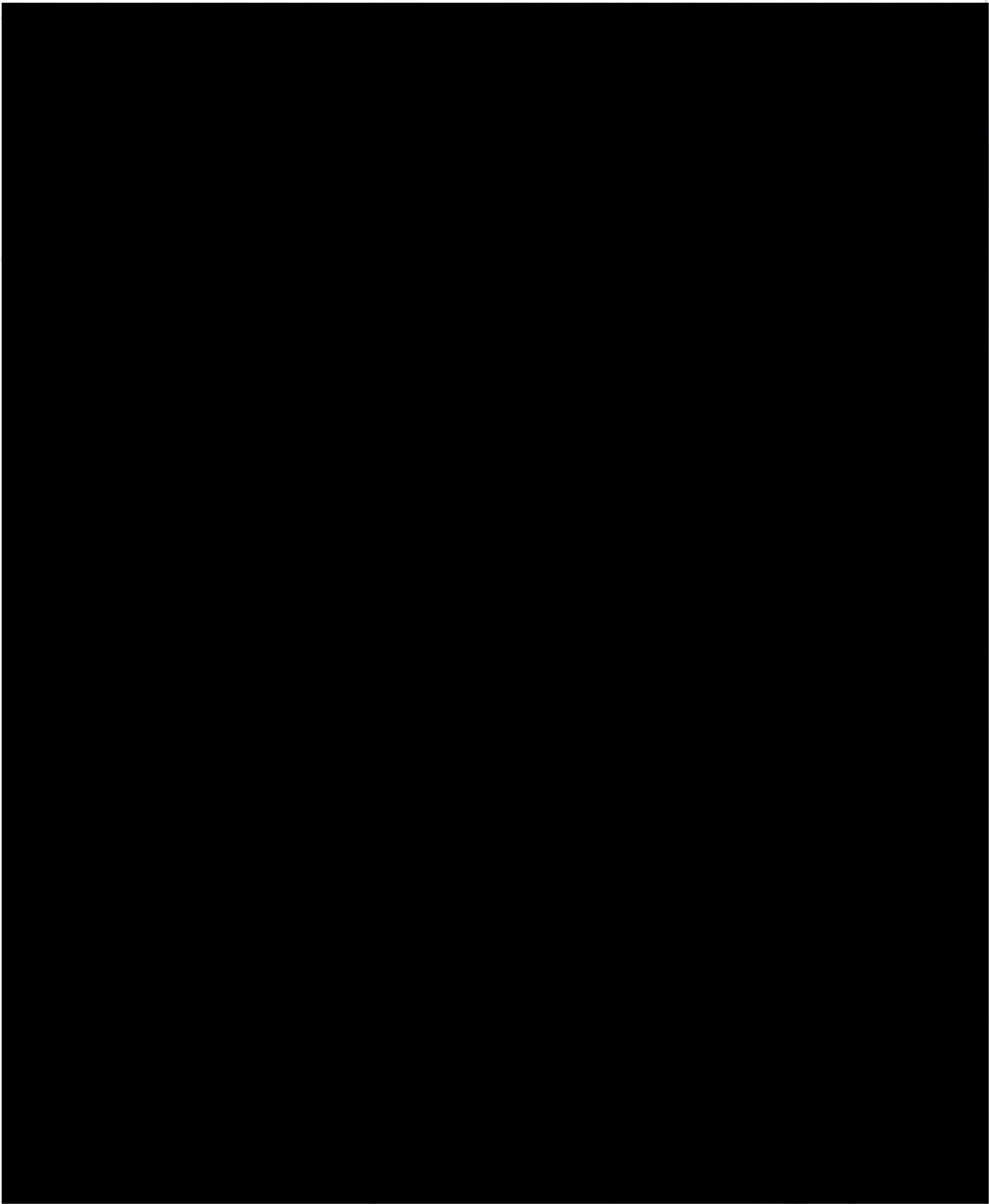

Welsh Harp Joint Consultative Committee

24/01/2022

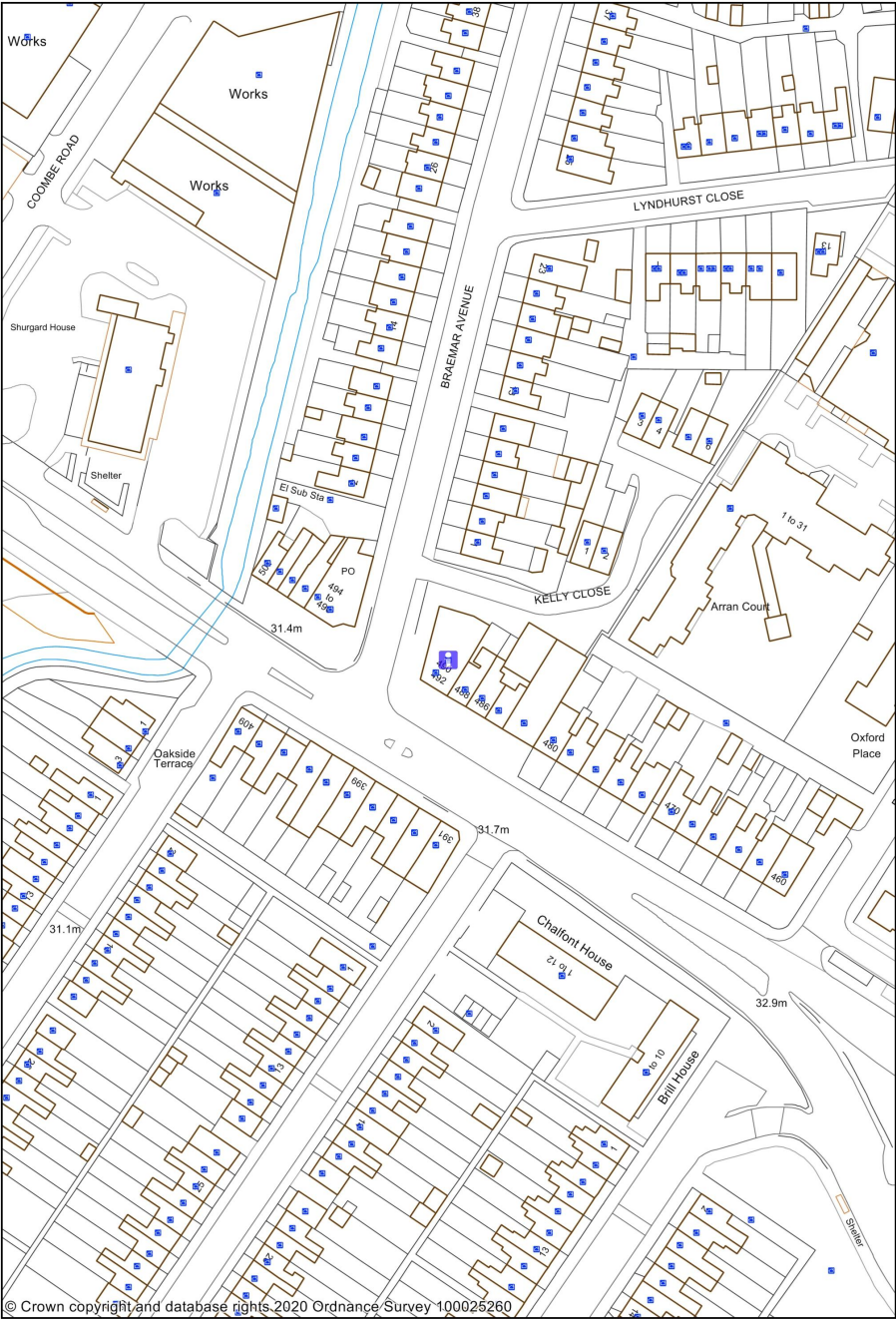
Please find our signatures representing all the local residents overleaf.

PLEASE SEND
ACKNOWLEDGEMENT
001 - EMAIL


WE HAVE AROUND
320 LOCAL
RESIDENT &
SEVERAL OTHER
HAVE ASKED EMAIL
FORM OF REPRESENTATION



Neasden Food & Wine 490-492 Neasden Lane North NW10



1:1250

0 0.02 0.04 kilometres



Brent

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