

# Alcohol and Entertainment Licensing Sub-Committee

**Thursday 6 February 2025 at 10.00 am**

This will be held as an online virtual Meeting

## Membership:

### Members

Councillors:

Ahmed (Chair)  
Hylton  
Mahmood

### Substitute Members:

Councillors:

Bajwa, Chohan, Ethapemi, Hack, Long, Lorber,  
Rajan-Seelan

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

For electronic copies of minutes and agendas please visit:  
[Council meetings and decision making | Brent Council](#)

The press and public are welcome to attend this meeting as an online virtual meeting by following the proceedings via the webcast available [HERE](#)

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

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

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

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

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

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

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

The business relates to or affects:

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

or

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

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

# Agenda

Introductions, if appropriate.

Item	Page
<b>1 Apologies for absence and clarification of alternate members</b>	
<b>2 Declarations of Interests</b>	
Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.	
<b>3 Application for a New Premises Licence by Fat Cat Desserts Limited for the premises known as Fat Cat Desserts, 34 Park Parade, NW10 4JE, pursuant to the provisions of the Licensing Act 2003</b>	<b>1 - 22</b>

**Date of the next meeting: Thursday 6 February 2025**



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:	Fat Cat Desserts Limited
Name & Address of Premises:	Fat Cat Desserts, 34 Park Parade, NW10 4JE
Applicants Agent:	Peter Mayhew – Beyond the Blue Ltd

The application is for a new premises licence as follows:

The provision of Late-Night Refreshment from 11pm until 2am Sunday to Thursday and 3am Friday & Saturday, and to remain open from 12pm to 2am Sunday to Thursday and 3am Friday & Saturday.

#### 2. Background

None

#### 3. Promotion of the Licensing Objectives

See supporting document.

#### 4. Relevant Representations

Representations have been received from The Licensing Officer and Ward Councillors

#### 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.

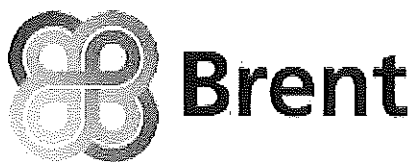
## **7. Determination of the Application**

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. Application Form & plan
- B. Licensing Representation
- C. Councillor Representations
- D. OS Map



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

TEL: 020 8937 5359  
EMAIL: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)  
WEB: [www.brent.gov.uk](http://www.brent.gov.uk)

Online Ref. No: 18708  
Application No: 33768  
Date: 19 December 2024

**LICENSING ACT 2003**  
**Licence: Premises Licence New Application**  
**Application No: 33768**

Dear Sir/Madam,

**Applicant: Fat Cat Desserts Limited**

**Date Received: 19 December 2024**

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by **16 January 2025**.

Yours faithfully

Sima Naran  
Administration Officer  
Regulatory Services

**Part 1 – Premises Details**

Postal address of premises, or if none, ordinance survey map reference or description

**Fat Cat Desserts**  
**34 Park Parade, London, Brent, NW10 4JE**

Telephone Number at premises (if any):

Non domestic rateable value:

**Part 2 – Applicant Details**

Proposed Licence Holder:  
Fat Cat Desserts Limited  
34 Park Parade, London, Brent, NW10 4JE



**Agent Details**

Mr Peter Mayhew  
Beyond the Blue Limited



**Part 3 – Operating Schedule**

When do you want the premises licence to start? 17-01-2025

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

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

Please give a general description of the premises: See supporting Document

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

Section I: Provision of late night refreshment: Indoors

The times the licence authorises the carrying out of licensable activities

<b>Section I: Provision of Late Night Refreshments:Indoors</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	23:00	02:00
Tuesday	23:00	02:00
Wednesday	23:00	02:00
Thursday	23:00	02:00
Friday	23:00	03:00
Saturday	23:00	03:00
Sunday	23:00	02:00

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

**Concerns in respect of Children:** N/A

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	12:00	02:00
Tuesday	12:00	02:00
Wednesday	12:00	02:00
Thursday	12:00	02:00
Friday	12:00	03:00
Saturday	12:00	03:00
Sunday	12:00	02:00

a) **General – all four licensing objectives (b, c, d, e):**See Supporting Document

b) **The prevention of crime and disorder:**See Supporting Document



c) **Public safety:** See Supporting Document

d) **The prevention of public nuisance:** See Supporting Document

e) **The protection of children from harm:** See Supporting Document



## PREMISES LICENCE APPLICATION

### SUPPORTING DOCUMENTS

#### PREMISES ADDRESS

<b>Name</b>	Fat Cat Desserts		
<b>Address</b>	34 Park Parade, Harlesden		
	London	<b>Postcode</b>	London

#### DESCRIPTION OF THE PREMISES

Description of the Premises
<p>Fat Cat Desserts is a small take-away shop selling all manner of desserts including cakes, ice cream, waffles, crepes, hot cookie dough, milk shakes, cold drinks and hot drinks. No alcohol is sold or will be sold from the premises.</p> <p>Due to the requirement for some of these to be cooked hot, the applicant is seeking a Premises Licence for Late Night Refreshment, to allow them to open beyond 23.00.</p> <p>The shop is not a café and no seating is made available for customers inside or outside the premises, the premises work purely on a take-away and delivery model only. Due to the very limited space inside, customers attend the premises and then leave.</p> <p>The premises has operated for 4 months without incident and feel they now have the operation at a point where they can expand the hours in a responsible way and benefit from the additional number of deliveries that tend to come in later in the evenings.</p>

## PROPOSED PREMISES LICENCE CONDITIONS

### General – All Four Licensing Objectives

1. Appropriate induction training shall be undertaken with all relevant staff, to cover appropriate subjects for their role including:
  - a. The responsibility to refuse service to any person who is drunk and or disorderly.
  - b. To regularly clear litter to the front of the premises
  - c. The dispersal of patrons from the front of the premises
  - d. To instruct delivery drivers in noise reduction measures
  - e. Fire safety & emergency evacuation procedures

Refresher training shall be undertaken with all staff at least every 12 months

All training shall be recorded and training records made available on request to an authorised officer of the Licensing Authority or the Police.

2. The premises shall maintain written reports and registers. These shall be kept for a minimum of 12 months and made available to the police and any authorised officer of the licensing authority on request. Records shall be maintained of the following:
  - a. Any complaint against the premises in respect of any of the licensing objectives
  - b. Any crime reported at the premises
  - c. Any temporary or permanent exclusion from the premises of customers
  - d. Any fault in the CCTV system

Where required reports shall detail any follow-up action taken by the premises licence holder

3. The delivery of late night refreshments shall be only be made to a residential or business address, where the customer uses that address as an official place of residence or their recognised designated place of work. The delivery of late night refreshments shall not be made or completed in a public place (on the street, in a park, by the bus stop, etc.).

### The Prevention of Crime and Disorder

4. The venue shall maintain a CCTV system. The CCTV system shall continually record whilst the venue is open for licensable activities and / or when customers remain on the premises. All recordings shall be time & date stamped, maintained for a 31-day period and be made available to the Police or authorised officer of the licensing authority upon request. The CCTV system shall:
  - a. Cover all entry points used by the public.
  - b. Enable frontal identification of persons entering in any light condition.
  - c. Cover the external frontage of the premises.
  - d. Be maintained by a suitably qualified person.
5. Sufficient competent persons should be authorised by the premises licence holder to provide the Police with downloaded CCTV data (footage and / or images) in an appropriate recorded format (usually to a

disc, memory stick or data file sent electronically) when formally requested to do so. The authorised person(s) should be sufficient to enable such data to be obtained by the police within 48 hours of a formal request being made.

6. Sufficient competent persons should be authorised by the premises licence holder to ensure that at all times the premises is open to the public, a member of staff is available to show the Police, when formally requested to do so, any images / footage from CCTV system with a minimum of delay.
7. No new admissions or re-admissions shall be allowed to the premises after 02.00 on Sunday to Thursday and 03.00 on Fridays & Saturdays.

### Public Safety

8. A fire risk assessment shall be conducted and regularly reviewed. In-line with the Fire Risk Assessment:
  - a. Heat / Smoke detectors are installed and maintained by a competent person.
  - b. Fire extinguishers are installed in accordance with the recommendations of the fire risk assessment.
  - c. Emergency lighting is installed in accordance with the recommendations of the fire risk assessment.
  - d. All emergency exits are marked on the premises plan.
9. The number of persons accommodated at any one time (excluding staff) shall not exceed 10 persons.

### The Prevention of Public Nuisance

10. Commercial waste shall not be collected from the premises between the hours of 22.00 and 06.00 on any day
11. Deliveries related to the permissible Licensable Activities shall not take place between the hours of 22.00 and 09.00
12. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises.
13. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
14. Telephone contact details for the premises shall be provided to residents and the Responsible Authorities on request.
15. A sign requesting customers to respect local residents and leave the premises quietly, shall be displayed at each public the exit to the premises.
16. All external doors to the premises shall remain closed after 23.00 except for entrance and egress, to prevent noise escaping from the premises.
17. Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00 and shall actively attempt to move them away from the premises.
18. Alcohol shall not be brought onto the premises by customers.

19. Notices shall be displayed at the premises asking delivery drivers to use their vehicles in a responsible manner so as not to cause a nuisance to any residents or generally outside the premises; not to leave engines running when the vehicles are parked; and not to obstruct the highway.

### The Protection of Children from Harm

20. Unaccompanied children under the age of 18 years shall not be permitted on the premises after 00.00 on any day.
-

Box Plans Ltd.  
124 City Road, London, EC1V 2NX  
07748123419  
info@boxplans.co.uk  
www.boxplans.co.uk

- Notes:
1. Do not scale from drawings - except for local authority planning purposes only.
  2. All dimensions are to be verified on site by the contractor prior to setting out, ordering any materials, fabrication or construction.
  3. Any discrepancies to be reported to Box Plans Ltd. immediately.

Project North

- Key
- SD** Smoke Detector
  - EL** Emergency Lighting
  - C** CCTV Camera
  - E** Extractor

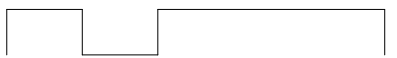
Rev.	Date	Amendment

Job Title:  
34 Park Parade Nw10 4JE

Drawing Title:  
Existing Plans

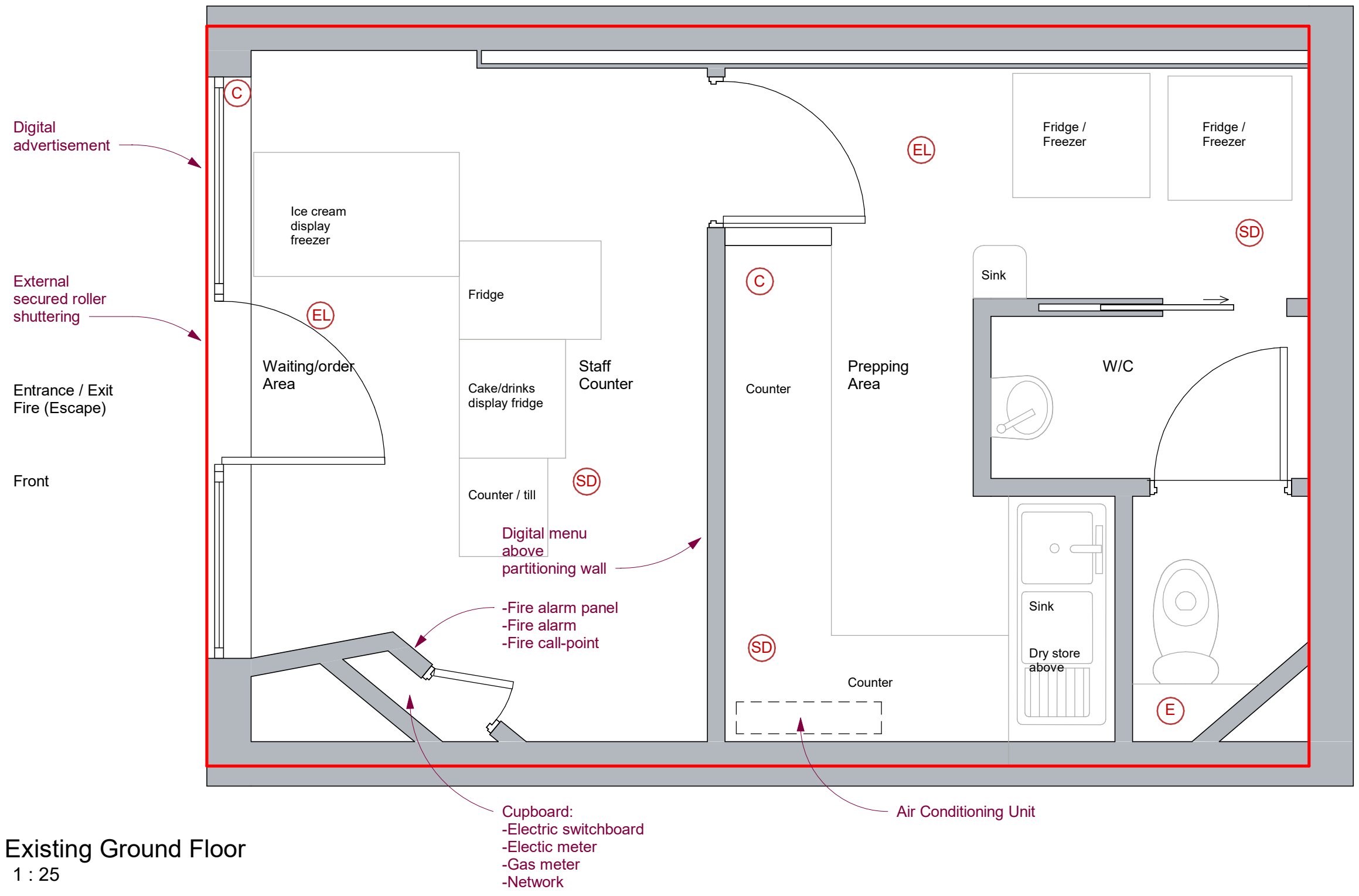
Status: **PLANNING**  
Project Number: 21022024  
Drawing Number: A3102  
Date: September 2024

0 0.25M 0.5M 1.25M



SCALE: 1:25 @ A3

## Existing Ground Floor 1 : 25



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Mr Peter Mayhew  
Beyond the Blue Limited  
92 Vegal Crescent  
Surrey  
TW20 0QF

20 January 2025

Our Ref: 33768

Dear Mr Mayhew,

**Licensing Representation to the Initial Application for the Premises Licence at Fat Cat Desserts, 34 Park Parade, NW10 4JE**

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.

*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. Sufficient competent persons should be authorised by the premises licence holder to ensure that at all times the premises is open to the public, a member of staff is available to show the Police and Brent Council Officials, when formally requested to do so, any images / footage from CCTV system with a minimum of delay.
5. Sufficient competent persons should be authorised by the premises licence holder to provide the Police with downloaded CCTV data (footage and / or images) in an appropriate recorded format disc, memory stick or data file sent electronically) when formally requested to do so. The authorised person(s) should be sufficient to enable such data to be obtained by the police within 48 hours of a formal request being made.
6. Commercial waste shall not be collected from the premises between the hours of 22.00hrs and 06.00hs on any day.
7. Deliveries related to the permissible Licensable Activities shall not take place between the hours of 22.00hrs and 09.00hrs.
8. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
9. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity upon request.
10. 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) Any complaint against the premises in respect of any of the licensing objectives.
  - (b) Any crime reported at the premises.
  - (c) Any faults in the CCTV system.
  - (d) Any temporary or permanent exclusion from the premises of customers

Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.

11. All external doors to the premises shall remain closed after 23.00hrs except for entrance and egress, to prevent noise escaping from the premises.
12. Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00 and shall actively attempt to move them away from the premises.
13. Notices shall be displayed at the premises asking delivery drivers to use their vehicles in a responsible manner so as not to cause a nuisance to any residents or generally outside the premises; not to leave engines running when the vehicles are parked; and not to obstruct the highway.
14. Drivers shall not deliver to any person anywhere other than that at the residential / business address given when the order was placed. There shall be NO deliveries made to any open/public spaces.

15. Unaccompanied children under the age of 18 years shall not be permitted on the premises after 00.00 on any day.

16. A suitable intruder alarm and panic button shall be fitted and maintained.

17. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

### **Reduction of Hours**

The premises in question is situated along a busy road, surrounded by a mix of commercial and residential properties. This location is within an area historically impacted by high levels of anti-social behaviour (ASB) and is now classified within the cumulative impact zone as outlined in the Licensing Policy.

While the premises does not intend to supply alcohol, there are concerns regarding the potential for public nuisance. The business plan indicates that the premises will attract orders through third-party delivery platforms, which may contribute to increased foot traffic and noise in the surrounding area.

A significant concern is the lack of immediate parking availability outside the premises due to double yellow lines. As a result, delivery drivers will likely need to park in nearby residential areas, which could lead to additional congestion and disturbance to local residents, particularly in the evenings and early hours of the morning.

It is also worth noting that many late-night refreshment businesses in the area typically close between midnight and 02:00hrs, indicating that this establishment may operate during a similar timeframe. As such, the potential for noise and disruption during late-night hours is a factor that must be considered carefully in relation to local residents' well-being and the broader licensing objectives.

In summary, while the premises does not offer alcohol, the potential for public nuisance remains a concern due to delivery operations, lack of parking, and proximity to residential areas within a zone already affected by high levels of ASB. These factors should be taken into account when assessing the application.

The Licensing Authority propose the following hours:

### **Provision of Late Night Refreshments (changed)**

Sunday to Thursday – 23:00hrs to 23:45hrs

Friday to Saturday – 23:00hrs to 01:45hrs

### **The Opening Hours of the Premises (changed)**

Sunday to Thursday – 12:00hrs to 00:00hrs

Friday to Saturday – 12:00hrs to 02:00hrs

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client is willing to accept the above conditions.

Yours sincerely,

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

Esther Chan  
Licensing Inspector  
Regulatory Services

**From:** Chan, Councillor Jumbo  
**Sent:** Friday, December 20, 2024 10:24 PM  
**To:** Business Licence; Kelcher, Councillor Matt; Patel, Councillor Mili; towncentreregeneration  
**Cc:** Legister, Linda; Prashar, Anu  
**Subject:** Re: New Premises Licence Application - Harlesden & Kensal Green - 33768

Dear Sima,

As [@Kelcher, Councillor Matt](#) and I suggested in January 2024 when this premise put in a similar Late Night license application (before the applicant withdrew the application in February 2024), I cannot see why a dessert shop would need to open until 02:00 or 03:00.

Therefore, I would like to – with the below information presented – state my opposition to the below New Premises Licence application.

The dessert shop is situated in the particular local context of anti-social behaviour and other illegal criminal behaviour, all of which has been reported and discussed consistently publicly by a variety of stakeholders, including residents, local businesses, the local police and council officers.

I can foresee how, in this current context, this new premise being granted permission to operate any time after 23:00 may likely not only attract, but possibly increase the aforementioned anti-social behaviour and other illegal criminal behaviour.

Thanks,  
Jumbo

**Cllr Jumbo Chan**  
**Labour councillor for Harlesden and Kensal Green**

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**From:** Patel, Councillor Mili

**Sent:** Monday, December 23, 2024 11:23 AM

**To:** Chan, Councillor Jumbo; Business Licence; Kelcher, Councillor Matt; towncentreregeneration

**Cc:** Legister, Linda; Prashar, Anu

**Subject:** RE: New Premises Licence Application - Harlesden & Kensal Green - 33768

Dear licensing team,

I'm in agreement with my ward councillors that the request to open until 2-3am is excessive and given the issues of criminal behaviour and ASB, it would be wholly inappropriate.

Kind regards,

**Cllr Mili Patel**

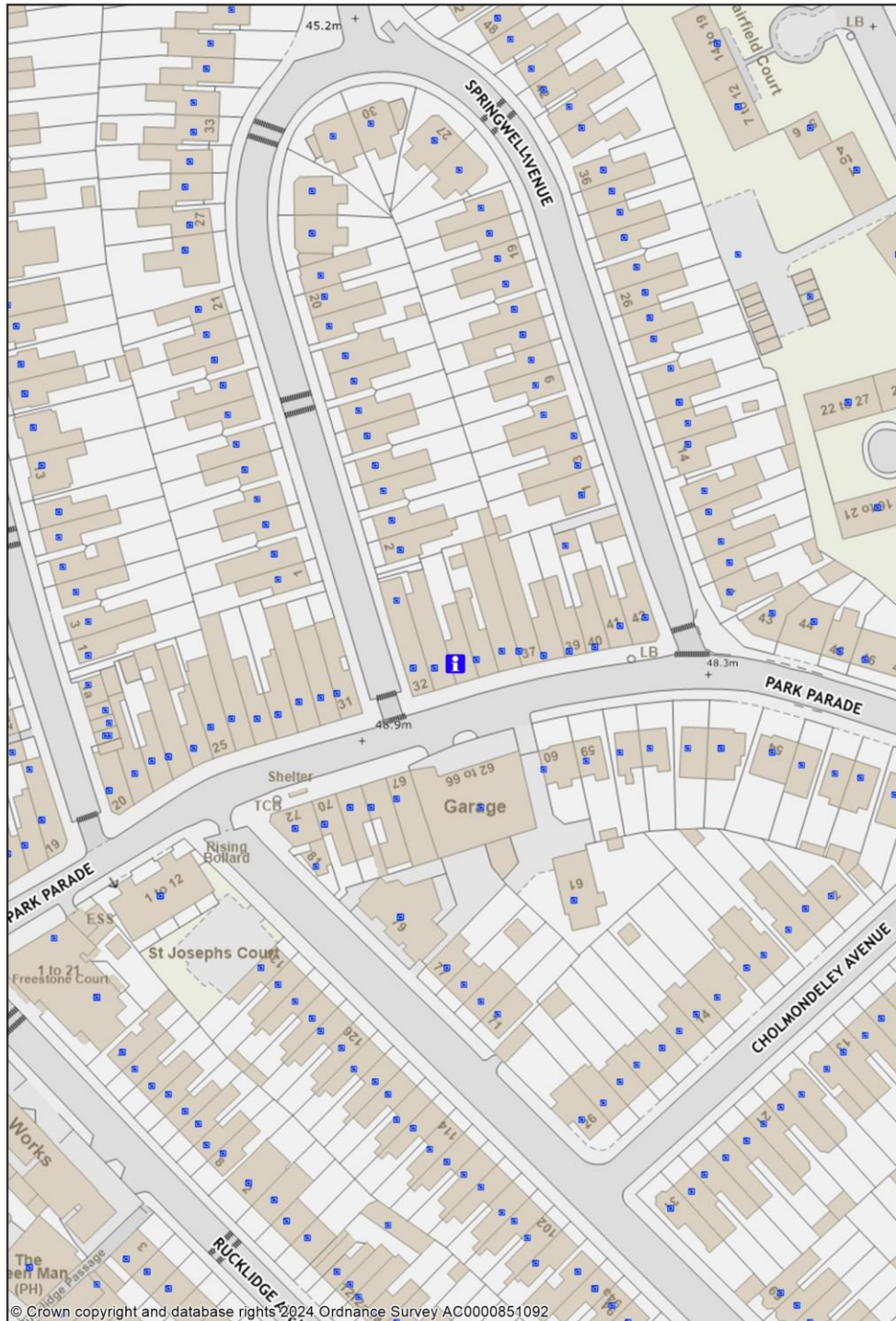
**Deputy Leader of Brent Council**

**Labour Councillor for Harlesden and Kensal Green Ward**

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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