



Alcohol and Entertainment Licensing Sub-Committee

Wednesday 23 April 2025 at 10.00 am

This will be held as an online virtual Meeting

The meeting will be open for the press and public to attend or alternatively can be followed via the live webcast. The link to follow proceedings via the live webcast is available [HERE](#)

Membership:

Members

Councillors:

Ahmed (Chair)
Clinton
Hylton

Substitute Members:

Councillors:

Akram, Bajwa, Chohan, Long, Mahmood,
Rajan Seelan, L Smith

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 6841; Email: devbai.bhanji@brent.gov.uk

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

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 a New Premises Licence by Just Cravings Ltd for the premises known as Just Cravings, 150 Willesden Lane, NW6 7TH, pursuant to the provisions of the Licensing Act 2003	1 - 67



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

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LICENSING ACT 2003

Application for a New Premises Licence

1. The Application

Name of Applicant:	Just Cravings Ltd
Name & Address of Premises:	Just Cravings, 150 Willesden Lane, NW6 7TH
Applicants Agent:	

1. Application

The application is for a new premises licence as follows:

To provide: Late-Night Refreshment and to remain open from 3.00pm until 2.00am Monday to Sunday.

2. Background

None

3. Promotion of the Licensing Objectives

See page 3 of the application.

4. Relevant Representations

Representations have been received and withdrawn from the Police and Licensing Officer. Representations remain outstanding from local residents, letters of support have also been received.

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 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. Resident Reps
- C. Resident Support
- D. Licensing Rep & Withdrawal
- E. Police Rep & Withdrawal
- F. OS Map



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk

Online Ref. No: 19073
Application No: 34282
Date: 05 March 2025

LICENSING ACT 2003

Licence: Premises Licence New Application

Application No: 34282

Dear Sir/Madam,

Applicant: Just Cravings Ltd

Date Received: 05 March 2025

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: **02 April 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

Just Cravings
150 Willesden Lane, Kilburn, London, Brent, NW6 7TH

Telephone Number at premises (if any):

Non domestic rateable value:

Part 2 – Applicant Details

Proposed Licence Holder:
Just Cravings Ltd

150 Willesden Lane, London, Brent, NW6 7TH
[REDACTED]

Agent Details

Part 3 – Operating Schedule

When do you want the premises licence to start? 04-03-2025

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: Just Cravings is a dessert takeaway dedicated to offering a delicious selection of sweet treats to satisfy every craving. Our menu features a variety of handcrafted desserts made with high-quality ingredients, ranging from rich, indulgent chocolate treats to light and refreshing fruit-based delights. Customers can enjoy warm, gooey brownies, creamy cheesecakes, and classic waffles and crepes loaded with toppings, along with a selection of hot and cold beverages. Our establishment is committed to cultural diversity, creating an inclusive and welcoming space for all dessert lovers. The premises are square in size, and we are applying for a license for late-night refreshments only. No alcohol will be served on-site. We look forward to providing a safe and enjoyable environment for our customers to indulge in high-quality desserts at any time of the day or night.

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

Section I: Provision of Late Night Refreshments:Indoors		
Day	Start Time	End Time
Monday	15:00	02:00
Tuesday	15:00	02:00
Wednesday	15:00	02:00
Thursday	15:00	02:00
Friday	15:00	02:00
Saturday	15:00	02:00
Sunday	15:00	02:00

Timing will stay the same all year round

Timing will stay the same all year round

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: Family Friendly Shop, all children to be supervised by family.

The opening hours of the premises

Day	Start Time	End Time
Monday	15:00	02:00
Tuesday	15:00	02:00
Wednesday	15:00	02:00
Thursday	15:00	02:00
Friday	15:00	02:00
Saturday	15:00	02:00
Sunday	15:00	02:00

None

None

a) General – all four licensing objectives (b, c, d, e): To promote the four licensing objectives, Just Cravings will implement several key measures to ensure responsible operation. We will install high-quality CCTV and maintain an incident log to prevent crime and disorder, while also training staff in conflict resolution and monitoring customer behavior. To promote public safety, we will manage customer capacity, adhere to health and safety standards, and provide a safe environment for all. To prevent public nuisance, we will ensure customers do not loiter outside, maintain waste disposal procedures, and restrict operational hours to minimize disruption. Lastly, we will protect children from harm by enforcing a strict no alcohol policy, training staff to recognize vulnerable individuals, and creating a family-friendly environment. Regular staff training, risk assessments, and compliance reviews will be carried out to ensure continuous adherence to these objectives.

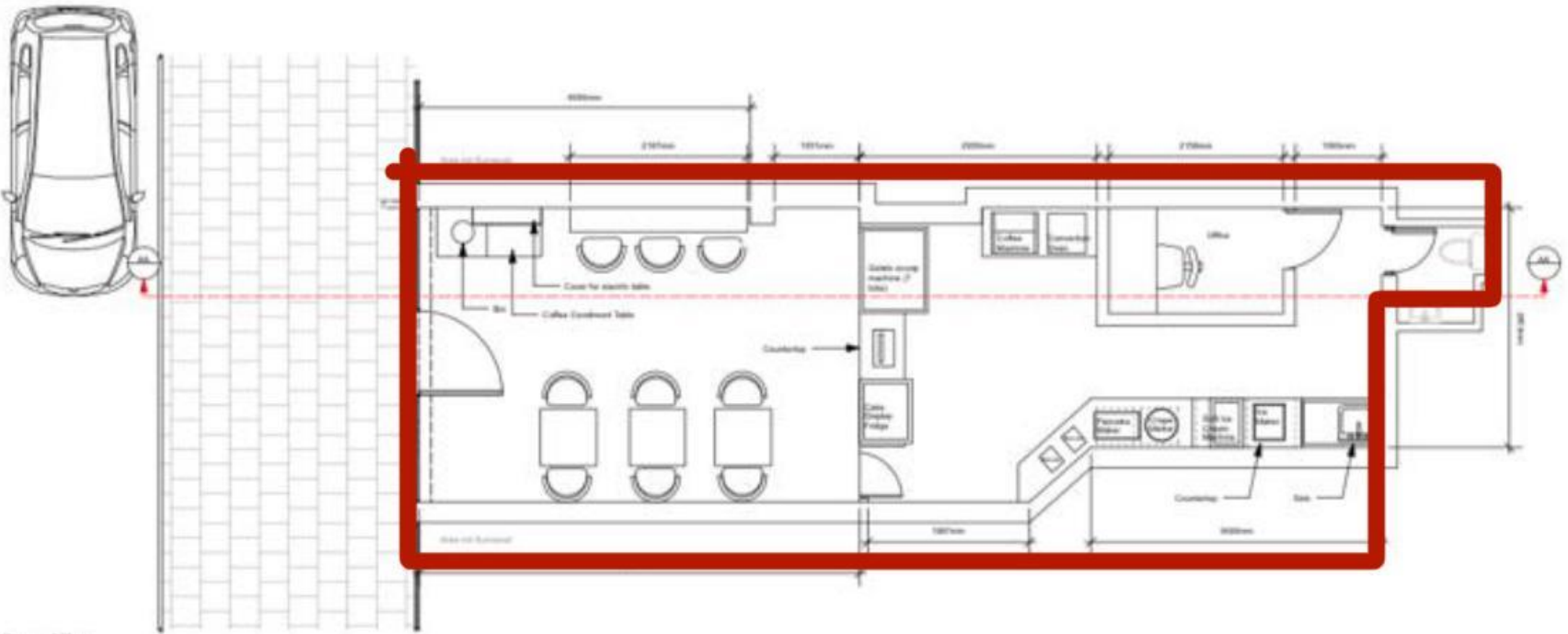
b) The prevention of crime and disorder: CCTV Monitoring: We will install a high-quality CCTV system covering key areas, including the entrance, serving area, and outside the premises. Recordings will be kept for at least 31 days and made available to authorities upon request. Staff Training: All staff will be trained in conflict resolution and dealing with disruptive behavior. Training will include how to refuse service to individuals behaving aggressively. Zero Tolerance Policy: We will implement a zero-tolerance approach to drugs, disorderly conduct, and anti-social behavior. Incident Log: A logbook will be maintained to record any incidents, including refusals of service and disturbances.

c) Public safety: Capacity Control: We will ensure that the number of customers inside the premises is managed appropriately to prevent overcrowding. Health & Safety Measures: The premises will comply with all fire safety, food hygiene, and first aid regulations. Fire extinguishers, emergency exits, and first aid kits will be readily available. Safe Customer Management: Staff will monitor customers for any signs of distress or vulnerability, particularly those who may require assistance late at night. Hygiene Standards: We will maintain a strict cleaning schedule to ensure the premises remain hygienic and safe for both customers and staff.

d) The prevention of public nuisance: Noise Control: We will ensure that customers do not loiter outside the premises late at night. Clear signage will encourage customers to leave quietly and respect the neighborhood. Waste Management: Regular disposal of waste will be carried out to prevent littering around the premises. Bins will be provided outside for customer use. Restricted Hours: Our late-night refreshment license will be managed in accordance with local guidelines, ensuring minimal disruption to the surrounding community.

e) The protection of children from harm: No Alcohol Policy: We will strictly prohibit the sale of alcohol, ensuring that our premises remain suitable for young people and families. Age-Appropriate Service: Staff will be trained to recognize vulnerable young customers and provide appropriate support. Safe Environment: Our dessert takeaway will be designed to be family-friendly, ensuring a welcoming and safe atmosphere for young customers.

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Sent: 10 March 2025 18:11

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

Subject: Re: Concerns Regarding Late-Night Operations of Just Cravings – 150 Willesden Lane, NW6 7TH

Hi,

Yes I would like my email to be considered as a formal comment against the application, **I would also like it to be complemented with the text below which is framed in the context of the Licensing Objectives of the Licensing Act 2003**

Compromised Licensing Objectives

Beyond the potential licensing violation, this establishment is contributing to significant problems in the area, directly undermining key licensing objectives:

1. Prevention of Public Nuisance

- The shop attracts large groups of people who gather outside and surrounding residential roads (Plympton Avenue, Clarence Road, Kimberly Road) late at night, often making excessive noise, and disturbing residents.
- Littering is a persistent issue, with discarded coffee cups, carry bags, and food containers frequently found in surrounding streets.

2. Prevention of Crime and Disorder

- The shop seems to have become a meeting point for individuals engaging in questionable and potentially unlawful activities, including suspected drug dealing. I have personally observed individuals engaging in suspicious exchanges near the premises, and cars idling for long periods as people come and go.
- A number of individuals park outside and in surrounding streets sitting in their vehicles often playing music, creating a disruptive and, at times, intimidating atmosphere for residents.

3. Public Safety

- With people gathering and loitering in their cars well past midnight, the area feels increasingly unsafe.
- Litter and debris from the shop pose not just an environmental concern but also a trip hazard, especially when left strewn across pavements.

Sent: 10 March 2025 12:27

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

Subject: Concerns Regarding Late-Night Operations of Just Cravings – 150 Willesden Lane, NW6 7TH

Dear Licensing Team,

I am writing to formally raise concerns regarding the late-night operation of *Just Cravings*, a dessert shop located at 150 Willesden Lane, NW6 7TH, which is causing significant disturbance to the local neighbourhood.

While the recent planning decision (Ref: 24/0115) approved the change of use from a pharmacy to a dessert shop under Use Class E, it did not impose restrictions on operating hours despite the premises being in a residential area. As a result, the business has been operating until 2:00 AM or later, leading to ongoing and serious disruptions for local residents.

Concerns in the Context of Brent Council's Planning and Licensing Policies

1. Public Nuisance & Noise Pollution

Brent Council's licensing and planning policies aim to prevent public nuisance, particularly for businesses operating late at night. For months now, this establishment has been attracting large groups of customers who loiter outside, often making noise that disrupts residents' ability to sleep. As per Brent's Environmental Health policies, businesses must ensure their operations do not negatively impact residential amenity.

2. Community Impact & Safety Concerns

The business's late-night foot traffic, along with customers parking in adjacent residential roads, leaving their engines and lights on, and playing loud music while consuming their desserts, has contributed to increased littering, anti-social behaviour, excessive noise, and a growing sense of insecurity in the area. This contradicts Brent Council's objective of fostering a balanced night-time economy without negatively impacting residential communities.

3. Potential Breach of Planning Conditions

While the Decision Notice (Ref: 24/0115) did not impose specific trading hour restrictions, it remains unclear whether previous planning applications for this address contained conditions limiting late-night trading. I kindly request that you review the planning history to determine whether the current operations are in breach of any prior conditions.

Moreover, it is unclear why a dessert shop requires operating hours extending until 2:00 AM, particularly in a residential area. Such late-night activity is more commonly associated with businesses catering to nightlife rather than a café-style establishment, raising concerns about whether its intended use aligns with Brent Council's planning objectives for balanced neighborhood development.

4. Licensing Compliance Review

- Under the *Licensing Act 2003*, businesses serving hot food or drinks between 11:00 PM and 5:00 AM require a **Late Night Refreshment Licence**. While *Just Cravings* primarily serves cold food, it also serves hot coffee and tea, and its extended hours and the disturbances it generates warrant a review under Brent's licensing objectives.
- Additionally, as customers regularly consume food outside the premises, the business may require a **Street Trading Licence**, which Brent Council typically restricts to 11:00 PM.

Request for Review & Action

Given these concerns, I respectfully request that Brent Council:

- Review the premises' planning history to determine if any past permissions imposed operating hour restrictions.
- Assess whether the business's late-night operations require additional licensing, such as a **Late Night Refreshment Licence** or **Street Trading Licence**.
- Monitor the business's compliance with noise and public nuisance regulations to determine whether further conditions should be imposed to mitigate ongoing disruption.

I appreciate your time and consideration in addressing this matter and request that this information be shared with other relevant departments within Brent Council.

I look forward to your response.

Best wishes,

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Since its opening, we have dealt with the daily aftermath—litter, disturbances, and large groups loitering in the early hours. I have attached photos from the past few days showing the state of the road each morning. Additionally, I have video evidence of groups congregating late at night, along with idling vehicles engaging in what appear to be illicit exchanges.

Beyond these disturbances, a critical question remains—**why does a shop selling desserts need to operate until 2:00 AM?** This is not a typical necessity for a dessert business.

Furthermore, this shop has been unlawfully selling hot food and drinks for months without a proper license. Instead of addressing these clear violations, it appears that the plan is to reward them by granting a premises license, effectively legitimizing their disruptive operations.

I strongly urge you to reconsider this decision and take into account the genuine concerns of residents who are directly affected by this issue.















15-03-2025

Dear Licensing Team, I am writing on behalf of local residents regarding the premises license application (No. 34282) for Just Cravings, located at 150 Willesden Lane, NW6 7TH. We wish to formally object to this application for a late-night license due to ongoing disturbances and violations of licensing regulations. For over five months—possibly longer—this establishment has been operating beyond 2:00 AM, despite not having a license for such hours. This raises serious concerns regarding regulatory enforcement. If the premises do not currently have permission to operate late at night, we urge the council to take immediate action to prevent further breaches. We invite you to visit the location any day at 2:00 AM to verify this matter firsthand. Since the shop has been operating beyond permitted hours, residents have experienced significant disruptions, including: Increased waste and littering in the area. Anti-social behavior, including groups gathering on neighboring roads engaging in drug use (including nitrous oxide) and leaving behind debris. Frequent disturbances due to loud altercations and reckless driving in and out of local car parks. Traffic congestion, with customers parking along Willesden Lane, causing obstructions and preventing buses from stopping at designated bus stops, particularly after 9:00 PM. Given the ongoing issues already affecting the community, all local residents strongly object to this application. The situation has already made daily life unbearable, and granting official permission for these extended hours will only worsen the problems. We urge Brent Council to: Enforce the current licensing regulations if the premises are indeed operating unlawfully. Consider residents' concerns when reviewing this application and reject any extension of operating hours. Consult with affected residents from [REDACTED] before making a decision. We trust that the council will act in the best interests of the community and enforce the necessary regulations. Please confirm receipt of this objection and inform us of any further steps in this matter.

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Sent: 16 March 2025 09:30

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

Subject: Just Cravings Willesden Lane

I wanted to comment on the application of the above business for a late licence. I don't see why an ice cream shop would need one.

There are no other restaurants or cafes in the area and the zone is entirely residential. Customers arrive late at night in large groups drop litter which attracts rats and foxes and are noisy and anti social. We have been woken twice this week late at night.

I think the same people own the martial arts gym next door which is very popular with local families and provides a great opportunity for kids to exercise. I just don't think a late licence makes any sense for an ice cream business and this attracts crowds who double park on the street and on Willesden Lane in a dangerous and anti-social manner.

Please register our objection.

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21-03-25

This is a residential area, and the shop is just opposite a cemetery. Having it opened until 2am will encourage traffic of people coming and going and noise (even if not done on purpose) and it will be a nuisance for everyone. I hope the application will be rejected.

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Sent: 23 March 2025 21:55

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

Subject: Just Cravings

Dear sir/madam

We live in [REDACTED] and much as we support new small local business starting and staying in the area, we do have significant concerns about issuing a late night license.

As it is there is regular late night disturbance which spills into a totally domestic area. This includes drug dealing; rubbish being dumped in out street; cars revving and racing throughout the evening and early hours of the morning.

We have spoken to the manager of this establishment and they have acknowledged that there is an issue but they are unable to control their customers.

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24-03-2025

Public noise, nuisance, litter, anti social behaviour. I object to this premises having any licence to operate given the anti social nature of their clientele causing litter and noise after 11pm in a quiet residential [REDACTED] Every morning there are numerous takeaway cartons, forks etc from this establishment littering the road and our gardens after being thrown out of cars who park in [REDACTED] to visit Just Cravings. We are also woken up most nights between 10.30pm and 2am by gangs of youths in the street and in cars making lots of noise having visited just cravings. This makes me feel intimidated and scared.

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25-03-2025

The granting of a late licence to Just Cravings has resulted, and will continue to result, in a significant, detrimental impact on the area surrounding the business. The residents, particularly in Clarence Road, Torbay Road and Plympton Avenue, have already experienced a substantial increase in rubbish left on the street by customers. In addition, the increase in noise in the middle of the night has been particularly egregious with groups of people making a tremendous disturbance which has seriously impacted the quality of life for residents. We have already had cars of people parked on our street in the early hours of the morning, playing loud music while they eat their food. One local resident recently took in a bag of rubbish to the shop's owners which she had found in her front garden and complained that this had now become a frequent occurrence. This is a residential area and it is wholly inappropriate to have a late night food business operating which will attract people, many probably coming from bars and clubs, who show no concern for the residents or area with the noise they make and the rubbish they deposit. Granting a late licence to this business will cause numerous problems and severe disruption to local residents. There is no reason why the business cannot open earlier in the day and close earlier in the evening. The request for a late licence is designed to attract late night crowds and will have dreadful consequences for the area. I therefore strongly urge you to refuse the application for the reasons I have outlined here.

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25-03-25

Prevention of Crime & Disorder Prevention of Public Nuisance. On a daily basis there is a significant amount of litter in our street and surrounding streets that comes from this venue. Most nights now there is also a lot of noise in the street particularly from 11-2am as customers park and gather talking etc. I have also had to call the police in the past as i witnessed people parked in the street taking drugs and playing loud music. It may be that this was unconnected to the shop but it is definitely correlated as the area seems to have become a late night destination

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Sent: 25 March 2025 23:13

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

Subject: Objection to Application 34282 - Just Cravings

To whom it may concern,

I am writing to formally object to the application by Just Cravings (application number 34282) to amend their opening hours to 3:00 PM - 2:00 AM from 4 March 2025. My objection is based on the licensing objectives, particularly the Prevention of Crime and Disorder and Prevention of Public Nuisance.

Despite their application seeking approval from 4 March 2025, the premises have already been operating these hours since at least 17 January 2025 and have these hours printed on their door and publicised on their social media platform.

There has been a noticeable increase in anti-social behaviour in our area, directly linked to the shop's late-night operation. Several incidents of group fights and disorderly conduct have occurred outside the premises, contributing to a sense of unease and danger for locals.

Additionally, the noise disturbance from customers and vehicles has significantly disrupted the peace of [REDACTED] as well as the surrounding roads (particularly Kimberley Road and Willesden Lane). Cars idling and frequently park inconsiderately, often blocking roads and driveways, with engines revving, car alarms repeatedly going off late into the night. We have witnessed delivery mopeds driving up and down Willesden Lane on the footpath and upon returning home late on Friday night, I was unable to turn onto Clarence Road due to a car blocking the middle of the road. On weekdays large groups (well over a dozen) of customers loiter outside the shop and on our road, talking loudly and causing disturbances past midnight, making it extremely difficult for residents to sleep.

A late-night business in a predominantly residential area inevitably attracts a different clientele than during daytime hours. While alcohol is not a factor in this case, the shop's extended hours have led to an increase in groups of young people, primarily boys and men, gathering outside. Many linger for long periods, often engaging in disruptive behaviour, including playing loud music, shouting, and, in many cases, smoking cannabis and dealing drugs out in the open. This creates an intimidating atmosphere for

residents, particularly families and older individuals, who feel uneasy walking past or dealing with the disturbances. The presence of these groups late at night contributes to the overall sense of disorder in the neighbourhood.

There has also been a significant increase in litter in the area since the shop began operating late at night. Food packaging, napkins, and drink containers are frequently discarded on the pavement and in residents' front gardens. For a brief period, the shop provided extra bins, presumably in response to a complaint, but this was short-lived. It makes the area look unsightly but also attracts pests and creates an ongoing nuisance for residents who are left to deal with the mess. It's become a regular morning routine for me having to clean up what's been dumped in and around my garden.

The late-night operation of a cake shop is neither necessary nor appropriate in a residential area, especially when it is contributing to crime and disorder and causing a public nuisance. Prior to this establishment being open late, we had not experienced any of the issues listed in this objection and we have been residents on this street for many years. Approving this application would only legitimise the current disruption and encourage further anti-social behaviour which would be detrimental to the local area.

I urge the Licensing Authority to reject this application for operating late night hours in a residential area (as opposed to a high road/street with multiple establishments open late) and take enforcement action to ensure the premises comply with reasonable trading hours (until 11 pm) that respect the rights and well-being of local residents.

Yours Sincerely

Premises Supporters

Support 1

Just cravings has become a cherished destination for those who crave high-quality, delicious treats late at night. The shop has filled a unique gap in the market by offering a safe and welcoming environment for individuals, families, and friends who wish to enjoy their favourite desserts beyond regular business hours.

Support 2

I support just craving

Support 3

I am writing to express my strong support for JustCravings' application to extend its operating hours until 2 AM. This business is a vital social hub, a boost to the local economy, and an example of the success of Black-owned enterprises in our community. JustCravings provides a much-needed venue where people can socialise in a safe and welcoming environment. Extending its hours would allow it to continue fostering community connections while contributing to the local economy. At a time when many businesses are struggling, we should be supporting those that are thriving; not unfairly restricting them. I have reviewed the objections to this application, and the primary concern appears to be littering. While this is, of course, an issue that must be addressed, it is not a reason to deny a business the opportunity to flourish. There are practical solutions to tackle littering, such as increased bin provisions and enforcement of waste disposal rules, which should be explored rather than using it as an excuse to block a business that adds value to the area. Furthermore, I cannot ignore the racist undertones in some of the objections. Claims that JustCravings' customers are smoking cannabis or consuming codeine are baseless stereotypes, unfairly painting a thriving Black-owned business and its patrons in a negative light. These types of accusations appear to be part of a smear campaign rather than genuine concerns about public safety. If there were any actual evidence of wrongdoing, it should be dealt with through the proper legal channels, rather than being used as an excuse to deny a licence extension. Approving this extension would send a clear message that our community supports entrepreneurship, values diversity, and welcomes economic growth. JustCravings has the potential to put our area on the map, attracting visitors and further investment. It deserves our full backing. I urge you to grant this extension and support fairness, business success, and community spirit.

Support 4

Dear Licensing Committee, I am writing to express my strong support for Just Cravings' application to extend its operating hours until 2 AM. As a small business, Just Cravings plays a vital role in our local economy, providing employment opportunities, contributing to the community, and offering a legitimate late-night food option for residents and visitors. It is deeply concerning that instead of working collaboratively with Just Cravings to address community concerns, some residents are calling for restrictive measures that could harm a local business. Shutting down or restricting businesses is not the answer to addressing antisocial behavior, especially when the issues raised do not stem from the business itself but rather from external individuals who misuse public spaces. Key Considerations Supporting Just Cravings: 1. Small Businesses Deserve Fair Treatment • The Licensing Act 2003 encourages a balanced approach to licensing that supports business growth while

addressing public concerns. Just Cravings is a legally operating business that has the right to apply for extended hours, and any objections should be resolved through engagement and reasonable conditions, not outright opposition. 2. Economic and Social Contribution • Small businesses like Just Cravings provide employment, contribute to the local economy, and enhance the social fabric of the area. Curtailing its business hours would unfairly punish law-abiding entrepreneurs rather than addressing the root causes of antisocial behavior. 3. Misattributed Blame and Unfair Scrutiny • The concerns raised regarding antisocial behavior—such as loitering, drug use, and disorder—are issues of public order and policing, not the responsibility of a food establishment. These issues existed before Just Cravings opened and would continue even if it were forced to close earlier. • Local law enforcement should be addressing these problems directly, rather than penalizing a business that serves legitimate customers. 4. Constructive Solutions Over Punishment • If there are concerns about disturbances, the appropriate course of action is to implement reasonable licensing conditions (e.g., requiring CCTV, ensuring adequate waste disposal, or engaging in community discussions). • Businesses should be given the opportunity to work with authorities and residents to implement practical solutions, rather than being unfairly targeted. A Fair and Balanced Approach I urge the Licensing Committee to consider the broader economic and social impact of restricting Just Cravings' hours. This decision should be based on evidence and fairness, not complaints that conflate broader public order issues with the legitimate operation of a business. Instead of restricting this business, I encourage the council to explore positive, collaborative measures that allow Just Cravings to continue contributing to the community while addressing any concerns constructively. Sincerely,

Support 5

Just Cravings is a local business that positively impacts the community with lovely customer service and amazing desserts.

Support 6

I am writing to express my support for Just Cravings' application for a late-night refreshment license. As a local resident, I strongly believe that this dessert takeaway will enhance the community by offering a safe, family-friendly space for people to enjoy high-quality desserts at any time of day or night. Just Cravings has shown a commitment to providing a welcoming, inclusive environment for all customers. Their focus on offering a variety of delicious and handcrafted desserts means they provide a valuable service to the local area, especially in the evenings, where many other options for late-night refreshments are limited. There are concerns about antisocial behavior, but it's important to note that Just Cravings has no intention of creating a disruptive environment. The business is committed to being a peaceful and enjoyable place where people can relax and enjoy sweet treats. It's also essential to acknowledge that there are no plans to serve alcohol or play loud music, which could be factors contributing to noise or disturbances in the area. In fact, the late-night refreshment license will likely have a calming effect, offering an alternative to other more disruptive late-night activities in the area. Just Cravings has proven to be a responsible business, and with the appropriate conditions in place, it has the potential to become a positive, safe gathering place for local residents, without contributing to crime or disorder. I hope the council takes these factors into account and grants the late-night refreshment license to Just Cravings, helping to foster a more vibrant, supportive community environment.

Support 7

It's great for the area, and I'm happy to see the craving for obtaining a license. They've done so much for the community, bringing life back into the area and creating job opportunities for many. However, it's the council's responsibility to keep the streets clean, not just focus on just cravings.

Support 8

Just cravings is the safest place for me to go to and get my deserts within the community. I don't see any fights or anyone doing horrible things. I come there often and the owner is well respect and goes out his ways to pick up any rubbish. Respected enough that no one dares to start any issues. He cares well for the community and there is no reason to close this down

Support 9

Just Cravings is here to unify the community and i am in awe that people seem to put the blame of antisocial behaviour that happens solely on them as they post regular reminders to respect the neighbours and community around the shop and on social media platforms.

Support 10

Since Just Cravings opened up, they have truly made a positive impact on both the community and myself. Since Just Cravings opened up, they have truly made a positive impact on both the community and myself. They've hosted events that bring people together, fostering a sense of belonging and connection among residents. Personally, I've enjoyed their delicious desserts and the warm atmosphere they've created, making it a go to spot for both food and community engagement. On top of that, their lovely customer service always makes every visit a pleasure, as the staff are friendly and genuinely care about making everyone feel welcome.

Support 11

The business just cravings has opened its doors to the community and have crated a safe environment especially in the holy month of Ramadan.Futhermore in my own case it has given me the opportunity to connect more with people as I am a extremely introverted person .The desserts I cannot describe how beautiful it tastes and the luxurious refreshments as I bond with the new brothers I meet.I enjoy coming to the establishments whether it be a hard day at work or a calm day at home.

Support 12

Just Cravings has been a huge support for me, helping to lift my spirits and ease my depression. The welcoming environment and the positive energy from their team have made a real difference in my mental well-being. I understand that concerns have been raised about littering, but Just Cravings has taken reasonable steps to address this issue. They have provided bins, put up signs reminding customers not to litter, and encouraged responsible behavior. However, a business can only do so much ultimately, it's up to individuals to dispose of their waste properly. As for the other allegations, it's important to be fair in recognizing that Just Cravings cannot control what happens in public spaces beyond their premises. If there are ongoing issues in the neighborhood, this should be a broader discussion involving the community, local authorities, and law enforcement rather than unfairly blaming a single business. Just Cravings has been a positive space for many, and I

think it's important to acknowledge the good they bring as well. They have shown a willingness to engage with the community and address concerns, and I believe a constructive dialogue is the best way forward rather than placing all the blame on one establishment

Support 13

Just Craving is more than just a dessert shop—it's a place where the community comes together to enjoy delicious treats and create lasting memories. Whether you're sharing a decadent dessert with friends or family, the warm and inviting atmosphere makes every visit special. The lovely owner and friendly staff go above and beyond to make everyone feel welcome, providing not just a great experience but a personal touch that sets it apart from larger chains. This dessert shop has truly brought a wonderful vibe to the community, becoming a beloved spot for locals to gather, relax, and indulge in sweet moments. Supporting Just Craving means supporting the heart of the community and helping a local business continue to thrive

Support 14

The concerns raised are completely understandable but not relevant to the hours of this small business. Just cravings have nothing to do with what happens outside of their shop. The long hours are great for us who don't make it back home till after midnight. It's not fair that the business has to face consequences for things they have nothing to do with despite constantly reminding their customers to be responsible and respectful of the community.

Support 15

I get that people are concerned about antisocial behavior, but blocking Just Cravings from getting a night license isn't the solution. Blaming one business for problems that happen in the area, whether they're open or not, just doesn't make sense. If there are issues with noise, litter, or disturbances, those are things that should be addressed by the police and council not by restricting a business that's operating legally and contributing to the community. Just Cravings has already shown they're trying to be responsible by putting up signs reminding customers to keep noise down. Instead of fighting against them, wouldn't it make more sense to work with them to ensure everything runs smoothly? A later closing time doesn't automatically mean more trouble if anything, a well-run, legitimate business open at night can actually help make the area safer by providing a controlled environment instead of leaving the streets empty. At the end of the day, we should be supporting local businesses, not making it harder for them to grow. If the real concern is public safety, then let's push for better policing, improved lighting, and community engagement things that will actually make a difference. Just Cravings isn't the problem here, and stopping them from getting a night license won't fix the real issues.

Support 16

I have been to visit just cravings a number of times with my child. I have always felt that it was a safe place to take my child. Never have I come across any type of anti social behaviour in the area. If there is antisocial behaviour in the area I do not think it is fair to penalise a business that so happens to be in that area also. I can't help but to feel that there may be discrimination towards the owners of the shop. The owner is a young black male who has done really well for himself and has no association with any behaviour happening in the area but for some reason there seems to be people who want to connect any bad

behaviour with him. I have seen the signs and the messages put on social media by the business urging any customers to please use bins provided, keep voice levels to a minimum in order to respect the neighbours.

Support 17

As a repeat customer at just cravings I don't see how we can blame them about the nuisance being caused on public streets and public areas where the shop has no control and power over, because as a customer I have never seen or come in to contact or seen any of these accusations being committed. It's also unfair to blame a small business for the wrong doing of people on main roads and streets because inside or at just cravings issues like these never occur which shows that it's not the business that's causing the issue.

Support 18

These are young business owners who are trying to show better examples in the community and everyone comes to enjoy their deserts with no harm or issues ever caused. Any points mentioned is a uk issue that is in every part of area in terms of drugs and it is truly unfair to point at one business. Been a customer since opened

Support 19

Just Cravings is a small business where myself and younger family members gather after school to enjoy desserts in a safe and welcoming environment. They support the community and operate fully within the law. It's disheartening to see them being unfairly stereotyped and accused of something they have no involvement in. They are simply a dessert shop, not a place for anything else.

Support 20

Such a nice business with polite and pleasant service.

Support 21

As a loyal customer of Just Cravings, I strongly support extending the business hours during Ramadan. Many of us look forward to gathering with family and friends after Iftar, and late hours would allow us to enjoy a meal together at a convenient time. Staying open late would also help satisfy late-night cravings and support Ramadan traditions. This thoughtful gesture would show Just Cravings' commitment to the community and enhance the customer experience during this special time.

Support 22

I support Just Cravings as a small business operating legally and serving the community well.

Support 23

Just Cravings is a great addition to the neighbourhood. I live locally and never seen or heard anything other than positivity for them. As a small, independent business they should be allowed to trade for longer hours to serve the community and create jobs.

Support 24

Hi, Its a great place to have a late night dessert place, have been here few times main reason its clean and friendly staff. Have notice they ain't open late nights which is unfortunate but will be great they don't serve alcohol thanks

Support 25

I come here regularly from Birmingham and never miss out on this place. It is well kept and maintained and the staff and workers are very welcoming.

Support 26

I come from Birmingham just to visit this establishment. While everywhere is closed, I can always find it open. It is very clean and the staff is very friendly..

Support 27

Favourite late night food place , it's always clean and quiet never had an issue and staff are very welcoming and nice

Support 28

No objections

Support 29

What just cravings has done for the community already and what they could do in the future is incredible. Bringing people for all over together and keeping them off the streets. I fully support them and their goals and ambitions

Support 30

Just Cravings should remain open until late without restrictions, as it caters to night owls and those seeking a sweet treat after dinner, thereby enhancing the local nightlife and providing a safe and welcoming environment. The shop fosters positive social interactions among friends and families, creating a cozy space for gatherings that contributes to community spirit and keeps the streets lively during nighttime hours. Moreover, Just Cravings plays a vital role in the community by offering a unique selection of treats that bring joy to people of all ages. It serves as a welcoming space where connections are made, enriching the neighbourhood's vibrancy. Imposing restrictions on Just Cravings would result in the loss of a beloved local establishment that supports local suppliers and contributes to the economy. The shop actively encourages responsible behaviour by promoting cleanliness and has put up signs urging patrons not to litter outside its premises. However, it is important to note that Just Cravings cannot be held responsible for the actions of individuals outside of its control. If issues related to antisocial behaviour or drug use arise, it is imperative that the police address these matters to ensure community safety and well-being. The responsibility for maintaining public order lies with law enforcement, and it is unjust to blame Just Cravings for the actions of individuals in the vicinity. The focus should be on tackling the root causes of these issues rather than penalising businesses that contribute positively to the community.

Support 31

The employees at Just Cravings are always so nice and sweet, making our visits even more enjoyable. They create a welcoming atmosphere that adds to the charm of the place. I truly believe that Just Cravings brings joy to our community and provides a wonderful experience

for families like ours. Thank you for considering my perspective, and I hope you see the value that this establishment brings to our neighborhood. Sincerely,

Support 32

Just Cravings is a truly remarkable business that continuously delights its customers with an array of delectable treats and exceptional service. The team at Just Cravings pours their heart into creating exquisite culinary experiences, ensuring that each customer leaves with a smile. Their commitment to quality and innovation shines through in every product they offer, making them a beloved part of the community. Whether you're in for a quick snack or a gourmet experience, Just Cravings never fails to impress with its delightful offerings and welcoming atmosphere. Keep up the fantastic work, Just Cravings – you're a gem in the world of gastronomy!

Support 33

I am writing in support for just cravings as it provides a hub for the public to visit and enjoy themselves while having dessert. I object the notion that business promotes the increase of crime in the area rather reflects the surrounding district/area. Rather than being blamed for antisocial behaviour around the restaurant there is a great opportunity to work with this organisation to allow and provide a hub to decrease crime and disorder with the aid of the managers. This is a great opportunity to work together to tackle crime in a beneficial way. The company should not be denied re licensing as I deem this extremely unfair.

Support 34

I support Brent giving Just cravings their license to operate. The license Builds a Stronger Community – Supporting small businesses fosters a sense of community, bringing people together and encouraging collaboration among residents.

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**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Just Cravings

150, Willesden Lane
Brent
NW6 7TH

Your Ref: 34282

Our ref: 01QK/160/25/1187NW

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

Tel: 020 8733 5008

Email: nwmailbox.licensingbrent@met.police.uk

Web: www.met.police.uk

Date: Tuesday 01 April 2025

Police representations to the application for a new Premises Licence for 'Just Cravings, 150, Willesden Lane, Brent NW6 7TH'

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.

Police are of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below. If these conditions were accepted in full, police would be in a position to withdraw their representations.

Officer: Brendon MCINNES
Licensing Constable 1187NW

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.

Police require the following points should be included in the operating schedule or added as conditions on the premises licence.

The Application

The application is for a take away venue on Willesden Lane, NW6 7TH. The only licensable activity is that of late night refreshments on Monday through to Sunday. My only concern is that of noise to residents during the early hours of the morning with customers coming and going.

The applicant's requested opening hours are as follows:-

Monday	15.00 to 02.00 Hours
Tuesday	15.00 to 02.00 Hours
Wednesday	15.00 to 02.00 Hours
Thursday	15.00 to 02.00 Hours
Friday	15.00 to 02.00 Hours
Saturday	15.00 to 02.00 Hours
Sunday	15.00 to 02.00 Hours

Late Night Refreshments are Requested as:-

Monday	23.00 to 02.00 hours
Tuesday	23.00 to 02.00 hours
Wednesday	23.00 to 02.00 hours
Thursday	23.00 to 02.00 hours
Friday	23.00 to 02.00 hours
Saturday	23.00 to 02.00 hours
Sunday	23.00 to 02.00 hours

Closed Circuit Television (CCTV)

Good quality CCTV is a basic requirement to help deter and detect criminal activity for all reputable license holders. Therefore a decent quality CCTV system is an essential tool and should be installed and maintained in accordance with Home Office Guidance. The system should be fully operational during the hours of business, with a member of staff present who can operate and if required download footage upon request of the police or other recognised authority from Brent Council.

Notices will also be displayed advertising the presence of the CCTV to help promote a secure and safe dining and working environment.

Police require the following points should be added as conditions on the premises licence as below:

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. The CCTV system shall show the correct date and time.
2. A CCTV camera shall be installed to cover the entrance of the premises and further cameras installed to cover the internal area.
3. 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.
4. A member of staff trained in the use of the CCTV system shall be available at the premises at all times that the premises are open to the public. This member of staff shall be able to view, download and make copies of any CCTV requests made by the police or authorised officer(s).
5. 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 faults in the CCTV system
- (e) any visit by a relevant authority or emergency service

Any inputs into this log shall be made within 24 hours of the event

6. 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.

7. The licensee shall ensure all public areas within 3 metres of the premises are cleared of litter arising from the premises daily.

8. A clear and unobstructed view into the premises shall be maintained at all times.

9. Notices asking customers to leave quietly shall be conspicuously displayed at all exits.

10. 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

11. Delivery drivers should be asked to keep noise to a minimum when collecting takeaways and must not be permitted to loiter unnecessarily

12. No idling of delivery vehicles

13. The LNR hours shall operate from 23.00 to 02.00 seven days a week.

If the above conditions can be met in full, police would be in a position to withdraw representations.

Yours Sincerely,

PC Brendon MCINNES 1187NW
NW BCU - Brent Licensing

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From: Brendon.McInness
Sent: 01 April 2025 13:44
To: Business Licence Legister, Linda mustafa@justcravings.co.uk
Subject: FW: Police representations to New Premises Licence Application 34282

Good afternoon.

Please see response below from applicant.

As Police and applicant are in agreement with conditions. Police have now withdrawn representations.

Kind regards

PC Brendon McInnes
1187NW
Brent Licensing
North West Command Unit
Metropolitan Police

From: Mustafa Ahmed
Sent: 01 April 2025 09:29
To: McInnes Brendon - NW-CU
Cc: [business.licence](#); [Linda.Legister](#)
Subject: Re: Police representations to New Premises Licence Application 34282

Good Morning Brendon,

I concur with the conditions stipulated in the letter. Please let me know if there is anything else you need from us.

Kind Regards
Mustafa Ahmed
Just Cravings

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Just Cravings Ltd
150 Willesden Lane
London
NW6 7TH

24 March 2025

Our Ref: 34282

Dear Sir/Madam,

Licensing Representation to the Initial Application for the Premises Licence at Just Cravings, 150 Willesden Lane, NW6 7TH

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 server 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 06.00hrs on any day.

7. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.

8. 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.

9. 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.

10. All external doors to the premises shall remain closed after 23.00hrs except for entrance and egress, to prevent noise escaping from the premises.

11. Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00hrs and shall actively attempt to move them away from the premises.

12. 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.

13. 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.

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

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

16. 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 Licensing Authority propose the following hours to allow preparation time for final orders:

Provision of Late Night Refreshments (changed)

Monday to Sunday - 23:00hrs – 01:45hrs

The Opening Hours of the Premises (No change)

Monday to Sunday – 15:00hrs – 02:00hrs

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

Yours sincerely,

A handwritten signature in black ink, appearing to read 'E Chan', with a circular flourish at the beginning.

Esther Chan
Licensing Inspector
Regulatory Services

From: Esther, Chan
Sent: 24 March 2025 12:33
To: Mustafa Ahmed
Cc: Business Licence; Legister, Linda
Subject: RE: CONSULT: New Premises - Just Cravings, 150 Willesden Lane, NW6 7TH - 34282

Dear Mustafa,

Thank you for your email.

I now wish to withdraw my representation and have no further comments.

Kind Regards

Esther Chan
Licensing Inspector
Regulatory Services

From: Mustafa Ahmed
Sent: 24 March 2025 12:13
To: Esther, Chan
Cc: Business Licence ; Legister, Linda
Subject: Re: CONSULT: New Premises - Just Cravings, 150 Willesden Lane, NW6 7TH - 34282

Dear Esther,

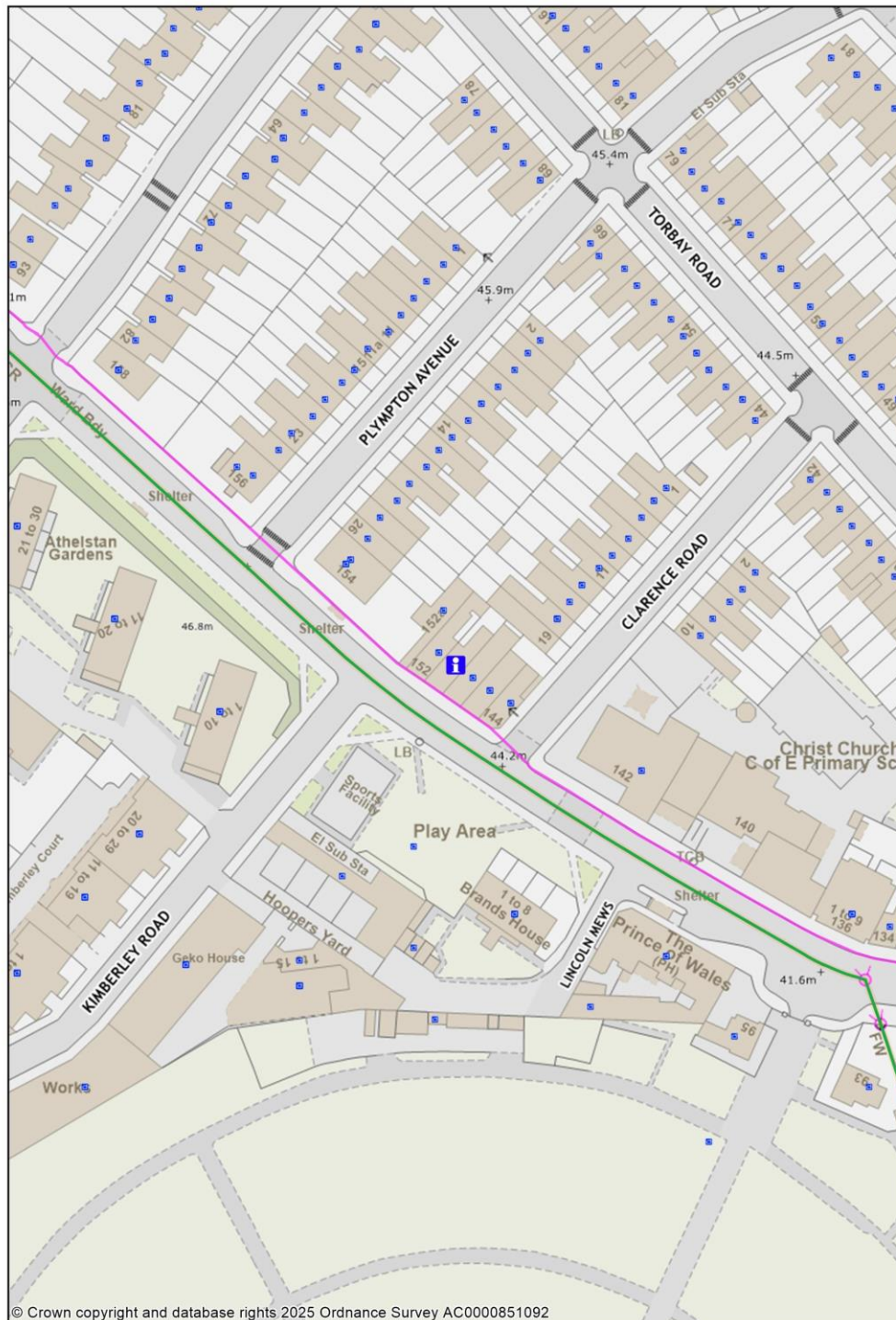
Thank you for your email. I have received the representation from the Licensing Authority. I can confirm that I accept all conditions.

Best regards,

Mustafa Ahmed

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Basemap Map



1:1250

0 0.02 0.04 kilometres



Brent

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Dear Linda,

We are writing to support our application for a late-night refreshment licence, seeking to extend our service hours for hot food and drinks from 23:00 to 02:00.

Just Cravings is a small, Black Muslim family-owned business that has become an integral part of the local community. From the beginning, we have operated with a strong commitment to creating a safe, inclusive and respectful space that welcomes everyone. We place the highest value on the safety of our neighbours, the cleanliness of our surroundings and the wellbeing of our local area.

Our Community Commitment

We are more than just a dessert shop; we are a hub for community connection and support. Over the past year we have proudly partnered with and supported:

Kilburn Islamic Centre (KIC)
Christ Church Primary School
Islamia Primary School
Onside Projects

Our regular contributions include:

- Fundraising for local causes
- Participation in community events
- Donations and raffle prizes for school and charity initiatives.

We are also proud employers of local talent, offering job opportunities to young people and contributing positively to the local economy.

Addressing Resident Concerns

We acknowledge that there have been some concerns raised by residents. The shop's target audience is primarily a younger demographic, largely influenced by its strong presence on social media platforms. This demographic is often subject to unfair and stereotypical assumptions—such as being irresponsible or disruptive—which do not accurately reflect most individuals engaging with the business.

The younger audience attracted to the shop are law-abiding, socially conscious and supportive of local enterprise. The shop's popularity among this group stems from its branding, community engagement and digital outreach—not from any encouragement of antisocial behaviour. It is important that decisions regarding licensing are based on evidence and not on generalisations about age groups.

We have taken all feedback seriously and in response have:

- Installed signage reminding customers to dispose of litter properly and to keep noise levels down.
- Provided additional labelled 'Just Cravings' bins outside the premises to minimise rubbish on the street.
- Maintained a visible staff presence during peak hours, particularly during Ramadan.
- Engaged directly and respectfully with residents who have voiced concerns.
- Used our social media channels to promote respectful behaviour and community care.
- Put up a sign on the front of the shop asking customers to use the bins provided and to also keep the noise down

False Allegations and Hostile Incidents

We understand that some concerns have been raised by residents and we do not take this lightly. However, we feel it is important to clarify:

- Many of the complaints appear to originate from a single individual, who has since influenced others in the area.
- Serious allegations made against our business including drug use, antisocial behaviour and public nuisance are entirely unfounded and unsupported by evidence.
- Since early 2025, we have also experienced incidents that we believe may be motivated by bias related to the background of our staff and customers.

We must express the distress and concern caused by several hostile and discriminatory incidents directed at our staff and premises. These include:

- A foul-smelling liquid in one of our being poured through our letterbox by a resident one early morning.
- A resident and her partner entering our shop causing alarm and distress. Going to further verbally abuse staff and customers, making unfounded and defamatory claims, including that we are operating as a front for illegal activity.

These attacks have been deeply upsetting, particularly for our young staff many of whom are local residents working hard to earn a living.

It's important to note:

There are no police reports or formal complaints supporting these allegations.

The Metropolitan Police have withdrawn their representation against our application after confirming that all recommended safety measures have been met, many of which were already in place before their involvement.

Our Values and Vision

At Just Cravings, we:

- Welcome all members of the community, regardless of background.
- Take pride in maintaining a safe, clean and inclusive environment.
- Operate as a business for the people, by the people.
- Remain open to feedback, transparent in our operations, and proactive in responding to community concerns.

We strongly believe that extending our hours will allow us to continue serving our community in a responsible and beneficial way especially during key times like Ramadan and late evenings, when a safe and inclusive space is most needed.

Final Remarks

We respectfully ask the licensing committee to consider our application based on facts, evidence and the clear, positive contribution we have made to the area. It would be profoundly disappointing for our request to be denied due to discriminatory, unverified claims.


As a business committed to supporting and strengthening our local community. We believe our actions to date reflect a genuine dedication to addressing concerns raised by residents and our community. We are open to creating a community forum or communication channel for residents and businesses on Willesden Lane to share updates, raise concerns and work together to maintain a safe and supportive neighbourhood.

Please find attached all supporting documentation and evidence demonstrating our commitment to safety, community engagement, and responsible business practice.

Thank you for your time and consideration.

Kind regards,
Mustafa Ahmed

Managing Director
Just Cravings LTD
150 Willesden Lane
London, NW6 7TH



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Application for Late-Night Refreshment Licence
Business: Just Cravings LTD
Address: 150 Willesden Lane, London, NW6 7TH

Dear Linda,

We are writing in support of our application for a late-night refreshment licence, seeking to extend our permitted hours for serving hot food and beverages from 23:00 to 02:00.

Included in this document are supporting images that illustrate the measures we have taken to address the littering concerns raised by local residents. These measures include prominently displayed signage on our windows, advising customers to dispose of their waste responsibly using the bins provided. The bins are also clearly labelled to encourage correct usage.

Please find the supporting images attached below.



Kind regards,
Mustafa Ahmed

Managing Director
Just Cravings LTD
150 Willesden Lane
London, NW6 7TH

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