



## Alcohol and Entertainment Licensing Sub-Committee

**Thursday 19 June 2025 at 2.00 pm**

This will be held as an online virtual Meeting

### Membership:

#### Members

Councillors:

Long (Chair)  
Bajwa  
Clinton

#### Substitute Members:

Councillors:

Ahmed, Akram, Chohan, Hylton, Mahmood,  
Rajan Seelan, L. Smith

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

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](#)

### **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
<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 Temporary Event Notice by Mr Dudley Shirley for the premises known as Car Park next to 237, Neasden Lane, pursuant to the provisions of the Licensing Act 2003</b>	<b>1 - 14</b>



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

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## LICENSING ACT 2003

### Application for a Temporary Event Notice

#### 1. The Application

Name of Applicant:	Mr Dudley Shirley
Name & Address of Premises:	Car Park next to 237, Neasden Lane
Applicants Agent:	

#### 1. Application

The application is for a Local Community Give Back Event – primarily celebrating Jamaican culture and Jamaican Independence Day on 6<sup>th</sup> August 2025 from the 12:00pm to 10.00pm

#### 2. Background

None

#### 3. Promotion of the Licensing Objectives

None

#### 4. Relevant Representations

Representations are received from the Police

#### 5. Interested Parties

None

#### 6. Policy Considerations

Paragraph Nos: 8.1 – 8.4

8.1 Where responsible authorities and interested parties do not raise any relevant representations regarding the application made to the council, the council will grant the licence or certificate subject only to the conditions that are consistent with the operating schedule or club operating schedule and any mandatory conditions prescribed in the Act itself.

8.2 Where responsible authorities and interested parties raise relevant representations, the council may, if it is satisfied at a hearing or otherwise, impose conditions where considered necessary for the promotion of the licensing objectives.

8.3 Any conditions attached by the council or submitted by the applicant must focus on the direct impact of the activities taking place at licensed premises, on those attending the premises and residents and persons working in the area.

8.4 Any conditions attached to licences will be tailored to the individual needs, style and characteristics of the particular premises and events concerned and will be drawn from a 'model pool of conditions' (where appropriate) to the particular premises.

## **7. Associated Papers**

- A. Application Form
- B. Police Holding Representation
- B. Police Representation



**Brent**

**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: 19681**

**Application No: 35154**

**Date: 04 June 2025**

**LICENSING ACT 2003**

**Licence: Temporary Event Notice**

**Application No: 35154**

**Applicant: Mr Dudley Shirley**

Previous Names:

Date of birth:

Place of birth:

National Insurance Number:

Applicant Address:

Email Address:

Telephone number:

Mobile number:

Fax:

Premises: Address: **Car Park Next To 237, Neasden Lane, London, Brent**

Premises Licence Number/Club Certificate Number: **N/A/**

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, please give a description: **N/A**

Please describe the nature of the premises: **Car Park**

Please describe the nature of the event: **Local Community Give Back Event - Primarily celebrating and sharing Jamaican culture on Jamaican Independence Day.**

**We're a small Jamaican barbershop proudly rooted in the heart of Neasden, NW10 located just beside the town centre Car Park. Over the years, we've become more than a place for a haircut—we're a community hub where conversations, culture, and community connection thrive. We have been involved in health initiatives such as Prostate cancer and mental health and have a long-standing relationship with the local Food bank where we act as a donation drop off point. Community Event To mark Jamaican Independence Day, on the 6th August we want to host a community give-back event that celebrates Jamaican heritage while bringing together the diverse people of Neasden. With authentic Jamaican music, authentic Jamaican food, small live performances, and family-friendly activities, this event will be a joyful, truly inclusive celebration of culture, unity, and local pride. The mayor will be invited to attend also. We're seeking permission to use the Neasden Town Centre Car Park to make this vision a reality—and to give something truly positive back to the community we proudly serve.**

Please state the licensable activities that you intend to carry on at the premises (please tick all licensable activities you intend to carry on):

The sale by retail of alcohol: **Yes**

The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club: **No**

The provision of regulated entertainment: **Yes**

The provision of late night refreshment: **No**

Are you giving a late temporary event notice? **No**

Please state the dates on which you intend to use these premises for licensable activities: **06 August 2025 until 06 August 2025**



Please state the times during the event period that you propose to carry on licensable activities (please give times in 24 hour clock):

**Day: 6th August 2025**

**Start Time: 12:00**

**End Time: 22:00**

**Further Details:**

Please state the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers: **499**

If the licensable activities will include the sale or supply of alcohol, please state whether these will be for consumption: **On the premises**

Personal Licence Holder:

Previous TENS:

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?: **No**

Have you already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?: **No**

Associates and Business Colleagues:

Has any associate of yours given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice? **No**

Has any associate of yours already given a temporary event notice for the same

premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?: **No**

Has any person with whom you are in business carrying on licensable activities given a temporary event notice for an event in the same calendar year as the event for which you are now giving a temporary event notice? **No**

Has any person with whom you are in business carrying on licensable activities already given a temporary event notice for the same premises in which the event period: a) ends 24 hours or less before; or b) begins 24 hours or less after the event period proposed in this notice?: **No**

**From:** Brendon.McInness@met.police.uk <Brendon.McInness@met.police.uk>  
**Sent:** 07 June 2025 16:44  
**To:** barberkirkie@gmail.com  
**Cc:** Business Licence <business.licence@brent.gov.uk>  
**Subject:** TEN Application 35154 Neasden Car Park

Good afternoon.

My name is Brendon McInnes. I am a police officer dealing with your TEN Application.

Could you please answer the following questions for me.

1. Do you have permission to use the car park as it is council property?
2. Where will the customers that regularly use the car park be able to park if you are using the car park?
3. How many people will be attending your event at any one time?
4. Will you have security for your event?
5. How will you stop people from taking alcohol out of the car park and on to the street?
6. How will you stop people taking alcohol through the rear service road behind Neasden Lane?
7. How will you control the noise to ensure that neighbours are not disturbed?
8. Are you a personal licence holder?
9. What is your regulated entertainment? Is it a DJ? If yes who is the DJ?
10. What experience do you have in running events?
11. The area already has a problem with street drinking, what conditions do you propose that this event will not contribute to the problem of street drinking and enforce the PSPO?

CC – Business Licence. Please accept this email as holding REPS until the above information is provided.

Kind regards



**PC Brendon McInnes**

**1187NW**

**Brent Licensing**

**North West Command Unit**

**Metropolitan Police**

( Met Phone: 743835

In an emergency, always dial 999

The Licensing Officer  
London Borough of Brent  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 7FJ

13/06/2025  
Ref: 35154  
LA Ref: 01/QK/355/25/1187NW

***Police Representations to the Temporary Event Notices for***

Neasden Car Park, Neasden Lane, NW10

*I certify that I have considered the notices shown above and I wish to make representations that the use of the premises for the temporary event would undermine the crime prevention initiative, for the reasons indicated below.*

Officer:	Brendon MC INNES
NW BCU	Brent Licensing

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

*A Temporary Event Notices have been given under section 100 Licensing Act 2003 by*

***Mr Dudley SHIRLEY for sales of alcohol and provision of regulated entertainment on 06/08/2025 from 12:00hrs to 22.00hrs***

Police are formally making representations to the notice under section 104 Licensing Act 2003. The Police objection is primarily concerned with the prevention of crime and disorder, public safety and Public Nuisance licensing objectives.

Police received an application for a Temporary Event Notice on the 04/06/2025. The applicant has applied for the sale of alcohol and provision of regulated entertainment to be held in Neasden Town Centre Car Park, Neasden Lane NW10.

Neasden Lane falls within the Cumulative Impact Zone (CIZ). CIZ's were created by Brent Council to combat the crime, ASB and street drinking in the worst parts of the Borough. Neasden Lane already has a huge problem around street drinking which results in ASB and crime and disorder.

The applicant has described the event as a **Local Community Give Back Event - Primarily celebrating and sharing Jamaican culture on Jamaican Independence Day.**

Police are more than happy to support local community events however Police believe that should this event go ahead, given its location and the problems already imbedded, this will only create a hub for the above mentioned problems to gain momentum. Street drinkers will gather near to the car park to take advantage of the free music and party atmosphere. When the event is over these street drinkers will still linger in the area continuing to drink.

This will also cause a public nuisance to local residents as well as members of the public that regularly visit Neasden Lane to do their shopping.

Police asked the applicant the following question:

**Where will the customers that regularly use the car park be able to park if you are using the car park?**

Applicants Response:

The car park comprises 38 spaces, which are typically most fully utilised during weekends. For the duration of the proposed event, we have identified alternative parking options in the vicinity of the shopping centre that provide ample parking and can accommodate displaced vehicles. These include:

1. Birse Crescent NW10
2. A combination of bays and general parking along Neasden Lane NW10 (approx. 42+ spaces)
3. Carnfield Avenue NW2
4. Chartley Avenue NW2
5. Ashcombe Park NW2

This will add to more congestion on Neasden Lane due to the carpark not being available and residents parking spaces being taken by those that would have used the car park.

Below are the crime statistics and Crime Map for the month of April 2025. As shown below there were 220 crimes that were reported in Neasden for the month of April 2025.


The top reported crimes were:

- 61 – Violence and Sexual offences.
- 36 – Anti-Social Behaviour.
- 26 – Vehicle Crime.
- 16 – Drugs.

### Crimes and priorities

Crime map

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



**220**

[Explore crime map](#)

**About this crime map**

This map uses data from local forces.  
The hotspots give only a loose idea of where crime is most common.

[Top](#) [Leave this site](#) [LIVE CHAT](#)

### Top reported crimes

Most commonly reported crimes during Apr 2025

<b>Violence and sexual offences</b>	<b>61</b>
<b>Anti-social behaviour</b>	<b>36</b>
<b>Vehicle crime</b>	<b>26</b>
<b>Drugs</b>	<b>16</b>

[Crime prevention](#)

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Anti-social behaviour is the second most reported in Neasden with Violence and Sexual Offences being the most reported. Majority of this is fuelled by alcohol. As we get more into the summer months and the weather conditions being warmer this will create ideal conditions to drink especially in open spaces and there is no doubt that these figures will only increase.

This event will only add to the already existing problem in the area. Creating a street party atmosphere with no doubt continuing into the early hours of the morning, not necessarily by the applicant but by those that will linger after the event. Police strongly oppose to this event going ahead as it will undermine three of the four licensing objectives.

1. Prevention of Crime and Disorder.
2. Public Safety
3. Public Nuisance.

Police object to this notice. The licensing objectives will be undermined if allowed to go ahead.

Yours sincerely,

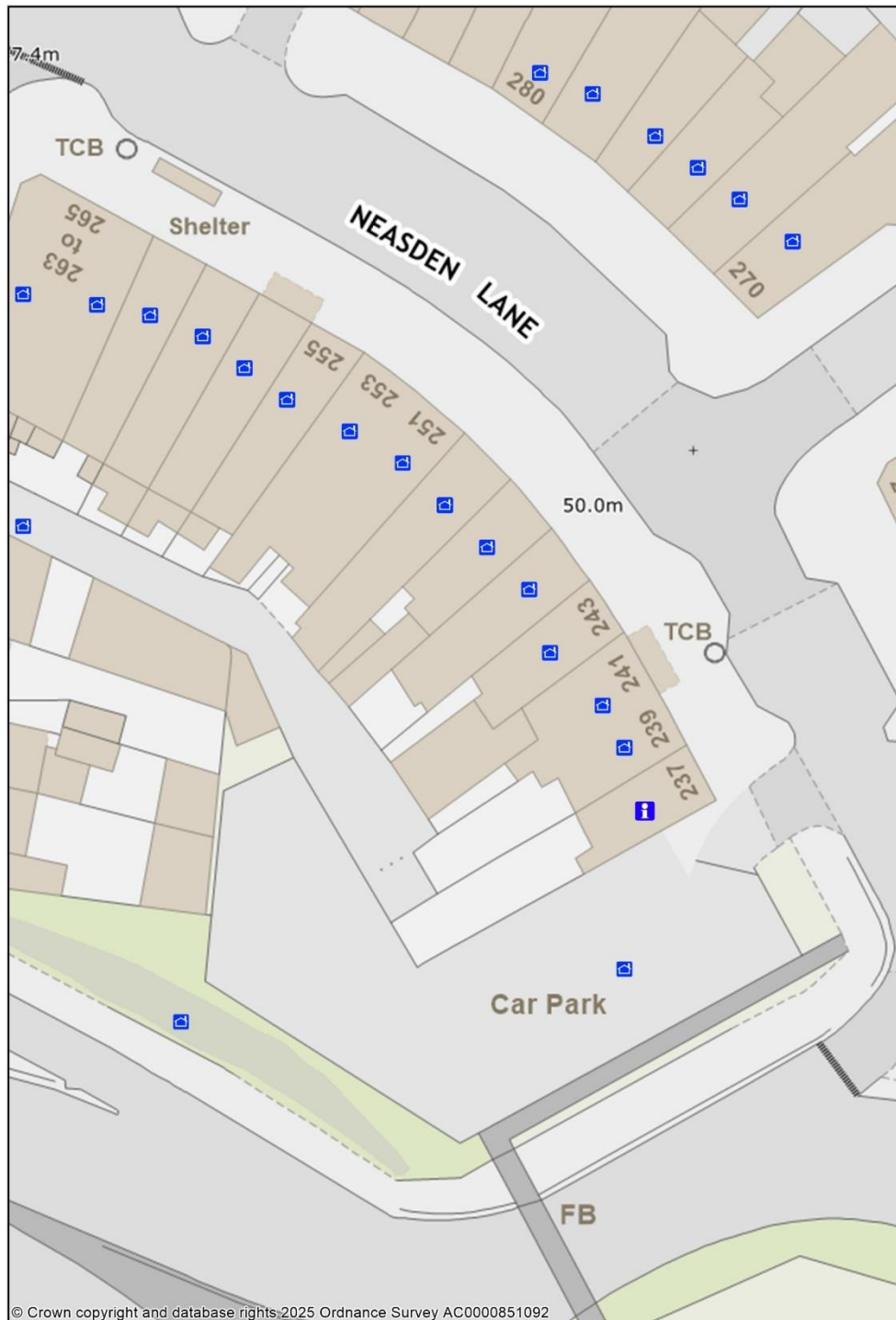
PC Brendon MCINNES 1187NW

Licensing Constable

Brent Licensing Team



Basemap Map



1:500

0 0.0050.01 kilometres



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