



Alcohol and Entertainment Licensing Sub-Committee

Friday 13 March 2026 at 10.15 am

Boardrooms 1&2 - Brent Civic Centre, Engineers Way,
Wembley HA9 0FJ

Please note that this meeting will be held in person with members of the Sub-Committee required to attend in person.

The press and public are also welcome to attend this meeting in person. Please note the meeting is not scheduled for live webcast

Membership:

Members

Councillors:

Long (Chair)
Maurice
L Smith

Substitute Members:

Councillors:

Ahmed, Akram, Chohan, Clinton, Ethapemi,
Hylton, Mahmood

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 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
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 Variation to a 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 - 34

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LICENSING ACT 2003

Application for a Variation to a 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 to vary the licence as follows:

Removal of Condition 19:

'No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only'

2. Background

Condition 19 was set by the Licensing Committee on 23 April 2025

The premises are currently licensed for:

Late Night Refreshment and to remain open from 3.00pm to 2.00am Monday to Sunday.

3. Promotion of the Licensing Objectives

See page 11 of the application

4. Relevant Representations

Representations have been received from the Licensing Officer and the premises is being supported by Councillor Molloy

5. Interested Parties

None

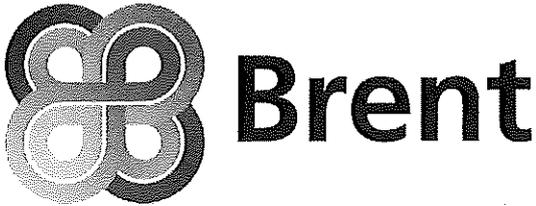
6. Policy Considerations

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. Associated Papers

- A. Application Form & plan
- B. Licensing Representation
- C. Cllr Molloy Support Email
- D. Current Licence
- E. OS Map



APPLICATION TO VARY A PREMISES LICENCE

Application to vary a premises licence
under The Licensing Act 2003

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in **block capitals**. In all cases ensure that your answers are inside the boxes and written in **black ink**. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I/We..... Just Cravings LTD

..... [insert name of applicant(s)] being the
premises licence holder, apply to vary a premises licence under section 34 of the Licensing
Act 2003 for the premises described in Part 1 below

Premises licence number

34282

Part 1 – Premises Details

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

Just Cravings LTD
150 Willesden Lane
Kilburn
London

Post Town Brent

Post Code NW6 7TH

Telephone number at premises (if any)

075075628889

Non-domestic rateable value of premises

£ 14,250

Part 2 - Applicant details

Daytime contact telephone number			
E-mail address (optional)			
Current postal address if different from premises address			
Post Town		Post Code	

Part 3 - Variation

Please tick Yes

Do you want the proposed variation to have effect as soon as possible?

If not do you want the variation to take effect from

Day	Month	Year

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see guidance note 1)

 Yes

 No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

We are requesting a variation to our current licence conditions to extend in-store opening hours for customers from Sunday to Thursday. We seek permission for customers to enter the premises and collect orders on-site between 12:00am (midnight) and 1:45am. This change will allow in-store service during these hours instead of the current restriction to delivery-only service after midnight

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend

Part 4 – Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

Please tick ✓ Yes

Provision of regulated entertainment (please see guidance note 3)

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

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

Sale by retail of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 8)			Will the performance of a play take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	
Day	Start	Finish		Outdoors	
Mon			Please give further details here (please read guidance note 5)	Both	
Tue					
Wed				State any seasonal variations for performing plays (please read guidance note 6)	
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 8)			Will the exhibition of films take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	
Day	Start	Finish		Outdoors	
Mon			Please give further details here (please read guidance note 5)	Both	
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 6)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 8)			Will the performance of dance take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for the performance of dance (please read guidance note 6)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 8)			Please give a description of the type of entertainment you will be providing		
			Will this entertainment take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 6)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the entertainment of similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 7)		
Sat					
Sun					

Late night refreshment Standard days and timings (please read guidance note 8)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick [✓] (please read guidance note 4).	Indoors	x	
Day	Start	Finish		Outdoors		
Mon	15:00	02:00	Please give further details here (please read guidance note 5)	Both		
Tue	15:00	02:00				
Wed	15:00	02:00		State any seasonal variations for the provision of late night refreshment (please read guidance note 6)		
Thur	15:00	02:00				
Fri	15:00	02:00				
Sat	15:00	02:00		Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 7)		
Sun	15:00	02:00				

J

Supply of alcohol Standard days and timings (please read guidance note 8)			Will the supply of alcohol be for consumption (Please tick box ✓) (please read guidance note 9)	On the premises		
Day	Start	Finish		Off the premises		
Mon			State any seasonal variations for the supply of alcohol (please read guidance note 6)	Both		
Tue						
Wed				Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 7)		
Thur						
Fri						
Sat						
Sun						

IN ALL CASES PLEASE COMPLETE K, L, & M BELOW

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 10)

L

<p>Hours premises are open to the public Standard days and timings (please read guidance note 8)</p>	<p><u>State any seasonal variation (please read guidance note 6)</u></p>																								
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Day</th> <th style="width: 25%;">Start</th> <th style="width: 25%;">Finish</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">Mon</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Tue</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Wed</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Thur</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Fri</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Sat</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> <tr> <td style="padding: 2px;">Sun</td> <td style="padding: 2px;"></td> <td style="padding: 2px;"></td> </tr> </tbody> </table>	Day	Start	Finish	Mon			Tue			Wed			Thur			Fri			Sat			Sun			<p><u>Non-standard timings. Where you intend the premises to be open to the public at different times to those listed in the column on the left, please list (please read guidance note 7)</u></p>
Day	Start	Finish																							
Mon																									
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Sat																									
Sun																									

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking

We request the removal of the following condition:

"No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday–Thursday. Any orders from 00.00 hrs to 01.45 am on Sunday–Thursday shall be by delivery service only."

Reason:

We have fully complied with this condition and taken extra steps to manage noise, litter, and customer behaviour. There have been no recent issues or complaints. Removing this restriction will allow us to serve walk-in customers all week, while continuing to promote the licensing objectives.

Please tick ✓ Yes

▪ I have enclosed the premises licence



▪ I have enclosed the relevant part of the premises licence



If you have not ticked one of these boxes please fill in reasons for not including the licence, or part of it, below

Reasons why I have failed to enclose the premises licence or relevant part of premises licence

M Describe any additional steps that you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d, e) (please read guidance note 11)

Just Cravings promotes all four licensing objectives through clear policies and regular staff training. We have installed CCTV, manage capacity, maintain hygiene and safety, and created a family-friendly, alcohol-free environment. Staff have been trained, risk assessments are done regularly, and operations follow all legal requirements.

b) The prevention of crime and disorder

CCTV: High-quality system covering key areas; footage kept for 31 days.

Staff Training: Conflict resolution and handling disruptive behaviour.

Zero Tolerance: No drugs, disorderly or anti-social behaviour.

Incident Log: All incidents and service refusals recorded.

c) Public safety

Capacity Control: Customer numbers will be managed to avoid overcrowding.

Health & Safety: Full compliance with fire safety, hygiene, and first aid laws.

Monitoring: Staff will support vulnerable or distressed customers.

Cleanliness: Regular cleaning to maintain hygiene and safety.

d) The prevention of public nuisance

Noise Control: Signage and staff will prevent loitering and noise outside.

Waste Management: Regular disposal and bins available for customers.

Operating Hours: Strictly followed to reduce disturbance.

e) The protection of children from harm

No Alcohol: Alcohol strictly prohibited on site.

Staff Awareness: Staff trained to identify and support vulnerable young people.

Family-Friendly: Safe, welcoming space for children and families.

Please tick ✓ Yes

- I have made or enclosed payment of the fee
- I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy
- I have sent copies of this application and the plan to responsible authorities and others where applicable
- I understand that I must now advertise my application
- I have enclosed the premises licence or relevant part of it or explanation
- I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant’s solicitor or other duly authorised agent. (Please read guidance note 13). **If signing on behalf of the applicant please state in what capacity.**

Signature  _____

Date 03-11-25

Capacity Current premises license holder

Where the premises licence is jointly held signature of 2nd applicant (the current premises licence holder) or 2nd applicant’s solicitor or other authorised agent. (Please read guidance note 14). **If signing on behalf of the applicant please state in what capacity.**

Signature

Date

Capacity

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 15)	
Post town	Post code
Telephone number	

Just Cravings Ltd
150 Willesden Lane
London
NW6 7TH

13 February 2026

Our Ref: 37127

Dear Sir/Madam,

Licensing Representation to the Variation Application for the Premises Licence at Just Cravings, 150 Willesden Lane, London, 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 to vary the premises licence under section 34 of the Act.

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

- the prevention of public nuisance

Background

The initial premises licence was granted in April 2025.

The current full variation application, submitted by the licence holder on 19 January 2026, seeks to remove Condition 19 which stipulates:

“No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only.”

Purpose of Condition

Condition 19 was imposed by the Licensing Sub-Committee following the original application, as representations were made by local residents raising concerns relating to anti-social behaviour and crime and disorder in the area, in particular unacceptable levels of noise and littering.

Condition 19 was specifically designed to promote the licensing objectives and address the concerns raised about the operation of the premises.

Consultation Discussion

A Microsoft Teams meeting was held on Wednesday 11 February 2026 at 14:45hrs with Mustafa Ahmed, Managing Director; Esther Chan, Licensing Team Leader; and Rhea Vagarwal, Licensing Enforcement Officer, to discuss the application further.

During the discussion, the Licensing Authority confirmed no relevant complaints have been received since the application was granted which indicates the conditions currently in place are effective in promoting the licensing objectives.

Mustafa Ahmed explained that the business has not been performing well and the variation has been requested in light of the forthcoming Ramadan period.

The Licensing Authority stated they do not agree to the full removal of the condition however, it was acknowledged that during the period of Ramadan there are altered patterns of trading and customer demand, particularly later evening activity.

As a compromise, the Licensing Authority suggested that the condition be disapplied **for the duration of Ramadan only**, with the condition remaining in force at all other times of the year. For the avoidance of doubt, outside the period of Ramadan the existing condition shall continue to apply in full.

Therefore, Condition 19 could be amended to read as follows:

“No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only. This condition would not apply for the period of Ramadan.”

Recommendation

No substantive evidence has been provided to demonstrate the problems which led to the original imposition of the condition have been addressed, or that the licensing objectives would be upheld if the condition were removed.

Based on the above rationale, it will be necessary for you to confirm in writing that you accept the above condition in order for the Licensing Authority to withdraw this representation.

Yours Sincerely



Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Vagarwal, Rhea
Sent: 20 February 2026 12:27
To: Mustafa Ahmed
Cc: Business Licence; Legister, Linda; Esther, Chan
Subject: RE: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Dear Mustafa,

Thank you for the clarification.

Please discard my withdrawal of the representation dated 13 February 2026.

A Licensing Sub-Committee hearing will be scheduled in due course.

I must reiterate any variation application received in the future cannot be guaranteed to be granted as it will be subject to a statutory consultation.

Kind regards

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Mustafa Ahmed
Sent: 20 February 2026 12:15
To: Vagarwal, Rhea
Cc: Business Licence ; Legister, Linda ; Esther, Chan
Subject: Re: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Good Afternoon,

I don't believe my previous response was fully understood. To clarify, I was only prepared to accept the offer made on 13th February on the condition that the restriction would be removed after the month of Ramadan, provided no complaints were received.

As this is not the case, I would like the matter to be referred to the committee, as you suggested.

Kind Regards,

Mustafa Ahmed



From: Vagarwal, Rhea
Sent: Friday, February 20, 2026 11:33 am
To: Mustafa Ahmed
Cc: Business Licence; Legister, Linda; Esther, Chan
Subject: RE: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Dear Mustafa,

Thank you for your comments.

As agreed, Condition 19 will be replaced to read as follows:

“No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only. This condition would not apply for the period of Ramadan.”

I now wish to withdraw the Licensing Authority’s representation dated 13 February 2026.

Please be advised whilst we welcome a further variation application, it will be subject to another consultation period in which representations can be made.

Kind regards

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Mustafa Ahmed
Sent: 16 February 2026 17:52
To: Vagarwal, Rhea
Cc: Business Licence; Legister, Linda; Esther, Chan; Molloy, Councillor Anthony
Subject: Re: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Good Morning,

Firstly, thank you for allowing the condition to be lifted for the month of Ramadan in recognition of the altered trading patterns and customer demand during this period.

I note the statement in your email that:

“No substantive evidence has been provided to demonstrate the problems which led to the original imposition of the condition have been addressed, or that the licensing objectives would be upheld if the condition were removed.”

However, I would respectfully like to highlight the following.

From the date the premises licence was granted in April 2025, there have been no restrictions on Fridays and Saturdays, and we have been permitted to trade later on those days. During this entire period, there have been no complaints or reported issues in relation to noise, anti-social behaviour, or public nuisance. This demonstrates that we have been able to manage later trading responsibly and effectively.

In addition, during the consultation period for this variation application, there were no objections or complaints made against our application. This further supports that we have put appropriate measures in place and that the premises is operating in a manner consistent with the licensing objectives.

It has now been approximately 10 months since the licence was granted, during which time there have been no relevant complaints. I believe this provides clear evidence that the concerns which led to the original imposition of the condition have been addressed through responsible management and effective operational controls.

I fully understand that there were historic concerns raised at the time of the original application, and I remain committed to upholding the licensing objectives at all times.

With this in mind, I am willing to accept the Licensing Authority's proposal for Ramadan on the basis that Ramadan is treated as a structured trial period. If the premises operates throughout Ramadan without complaint or incident, I would respectfully request that we formally revisit the position after Ramadan with a view to lifting the restriction permanently. I believe this is a fair compromise, particularly as the current condition is affecting the business dramatically.

I look forward to your response.

Kind Regards,

Mustafa Ahmed
MANAGING DIRECTOR



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From: Molloy, Councillor Anthony <Cllr.Anthony.Molloy@brent.gov.uk>
Sent: 26 January 2026 12:44
To: Business Licence; Conneely, Councillor Rita towncentreregeneration
Cc: Legister, Linda Prashar, Anu; Hay1, Richard
Subject: Re: Variation Application - 37127 - Kilburn

Hi Sima & Linda,

As a local councillor and neighbour of Just Cravings, I am strongly in favour of this application.

Just Cravings is a lively little business in a commercial location that desperately needs such activities.

Anthony Molloy (Kilburn councillor)

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London Borough of Brent

Decision of the Alcohol and Entertainment Licensing Sub-Committee following a hearing on 23rd April 2025 at Brent Civic Centre, Engineers Way, Wembley HA9 0FJ

NOTICE OF DECISION

PREMISES

Just Cravings
150 Willesden Lane,
Kilburn,
NW6 7TH

1. Members of the Sub-Committee

Councillors Ahmed (Chair), Clinton and Hylton.

2. The Application

The application is for a new premises licence for the provision of Late-Night Refreshment and to remain open from 3.00pm until 2.00am Monday to Sunday.

The Licensing Authority and Police had withdrawn their representations as a result of the applicant agreeing their proposed conditions.

Representations remained outstanding from a number of local residents who opposed the granting of the application. The concerns highlighted in the written representations centred on anti-social behaviour ('ASB') and crime and disorder in the area, namely unacceptable levels of noise and littering.

This Notice is not and does not purport to be a verbatim record of the hearing.

3. Preliminary matter

During the course of the hearing the Applicant agreed to take immediate steps to remove the image of one of the residents from the business' social media page. The said resident had not given her permission for this image to be used and believes its presence on the site had made her the target of what could be construed as harassment. The Applicant apologised for any misunderstanding caused, he was originally of the view that his actions were justifiable. The Applicant agreed to remove the image with immediate effect.

4. Representation

Applicant

The Applicant was represented by:

Roma Awes - Representative
Mustafa Ahmed- Applicant
Hanan Mohamed – Assistant Manager
Mukthar Hassan – Assistant Manager
Omar Hassan - Investor

Six residents / customers who were in support of the application were in attendance and made oral submissions at the hearing.

Objectors

Three of the residents who opposed the application also attended and made oral representations at the hearing.

5. The Hearing

Cllr Ahmed opened the meeting, and all attendees introduced themselves. Declarations of interests were dealt with, and Ms. Legister introduced the application.

The residents expressed their dismay at the high levels of noise and littering. Some residents complained about the business' litter found in their front garden, their bins and on the road and areas around their homes.

Some asserted that they have been deprived of sleep during the night owing to the persistent noise from the customers of the business. An issue which is of some grave concern for residents who have to go to work the next day.

Some residents have experienced customers congregating outside their homes late and during the early hours of the morning. The Police have been called on a few occasions to assist with moving the perpetrators on.

The unsightly state of the streets caused by the littering in the morning is also a cause of distress to the residents and their families.

The area is a Conservation Area. One resident said he moved in to have proper quiet enjoyment of his property and he was finding that impossible to achieve owing to the ASB associated with customers to the business.

Two of the residents confirmed that the ASB was aggravated and worse during the certain religious periods.

All residents confirmed that, whilst they were in favour of economic growth of the local businesses, it cannot be done at the expense of their right to the peaceful enjoyment of their property or whilst being constantly confronted with ASB.

Residents acknowledged that the Applicant has since put out bins and there were notices in place to inform people to dispose of their litter responsibly.

In answer to questions from the Councillors and Applicants, the residents confirmed that:

- The business had been operating up to 2 am prior to the licence / TEN being granted.
- The ASB was worse during certain months of the year.
- Things have been quite bad over the last 3-4 months.
- None of the ASB has been seen to occur inside the premises.
- The key concern of the residents were the noise and the littering.
- The residents were of the firm view that it was not a business that was suitable for the area owing to the number of customers that frequented the premises.

Submissions and representations from the Applicant on all objections raised and questions asked:

The Applicant and his representatives asserted that, they were operating a family business. They were unaware until contacted by the Council that they needed a licence for the provision of late-night refreshments after 11pm. They have been operating from 11pm to 2am for over a year but started applying for Temporary Event Notices (TENS) in 2024 after being advised by the Council to do so.

The Applicant stated that once he was made aware that he needed a licence to sell hot food and drinks after 11 pm, he applied for TENs and when there were no TENs in place, he served only cold food after 11 pm.

The Applicant accepts there is problem with littering and have agreed conditions with the Police and the Licensing Authority to alleviate this. They do not believe it is fair to be held responsible for the actions carried outside of the remit of their premises but have none the less agreed to take proactive steps to keep the surrounding areas clean.

They do not play music inside the shop and as such cannot be deemed to be the source of unacceptable levels of noise.

They feel they have been targeted and discriminated against. Yellow liquid was put through their letter box as another way to harass them.

They have been unfairly accused of selling drugs.

The Police have never been called out for incidents on the premises.

They see themselves as part of the community and would like to work with the community to find a solution to some of the concerns raised.

They have already engaged in productive and amicable conversation with some members of the community.

In answer to questions from Councillors and residents, the Applicant (and his representatives) confirmed that:

- The business has a commercial waste transfer contract with Veolia.

- There was no overflow of bins outside the shop as there were two bins outside the shop and three bins inside/ at the back of the shop.
- The toilet in the business is used by staff only. It is not available to members of the public or delivery drivers.
- The Applicant employed five employees.
- The Applicant acknowledged the premises was busy during the fasting period. He already has plans in place to take extra steps next year to address the influx. This would include extra security staff if needed.
- The Applicant accepts that mistakes have been made. He believes he has learnt from them.
- If he is compelled to shut the business early, it will affect the business.
- A sizeable proportion of the business consist of the online orders.
- It is difficult to ascertain when the business is busier, but there was some indication that weekends will attract more traffic of consumers.

6. Determination of the Application

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

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

In making its decision the sub-committee also had regard to the Home Office Summary Review Guidance and Brent's licensing policy. In addition, the sub-committee took account of its obligations under section 17 of the Crime and Disorder Act 1998.

7. Decision

The sub-committee had regard to the need to reach a decision that was proportionate and justified on the evidence presented to it. The sub-committee listened carefully to the representations made by the parties in person at the hearing and all written representations submitted.

The sub-committee also took full account of the agreement of the Applicant to adhere to all the conditions set by the Police and Licensing Team.

The sub-committee also decided to add the following condition to the ones that have already been agreed:

“No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only. “

In these circumstances, the sub-committee decided that it was appropriate to grant the licence sought subject to the conditions set by the Police, the Licensing Authority and the sub-committee.

The sub-committee were of the view that adherence to the said conditions and other undertakings given by the Applicant will promote the licensing objectives. Further, the sub-committee believe these conditions will assist in alleviating some of the concerns raised by the residents.

Details of the said conditions are shown below.

8. Conditions

- 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 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 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:
 - Any complaint against the premises in respect of any of the licensing objectives.
 - Any crime reported at the premises.
 - Any faults in the CCTV system.
 - Any temporary or permanent exclusion from the premises of customers
 - Any visit by a relevant authority or emergency service

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

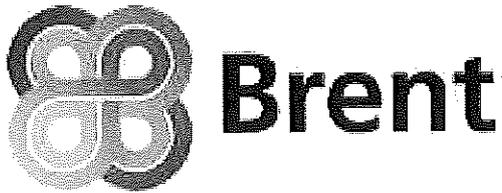
- 10 Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00hrs and shall actively attempt to move them away from the premises.
- 11 Notices shall be displayed at the premises asking delivery drivers to use their vehicles in a responsible manner so as 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.
- 12 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.
- 13 Unaccompanied children under the age of 18 years shall not be permitted on the premises after 00.00 on any day.
- 14 A suitable intruder alarm and panic button shall be fitted and maintained.
- 15 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.
- 16 The licensee shall ensure all public areas within 3 metres of the premises are cleared of litter arising from the premises daily.
- 17 A clear and unobstructed view into the premises shall be maintained at all times.
- 18 A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.

9. Right of Appeal

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

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

2 May 2025



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: 09 May 2025

London Borough of Brent

Premises Licence

Part A

*This Premises Licence was granted by Brent Council, Licensing Authority for the area of the Borough of Brent under the **Licensing Act 2003***

Original grant date: 23 April 2025

Current issue date: 23 April 2025

A handwritten signature in black ink, appearing to be 'G. G. G.', written over a light blue grid background.

Authorised signatory

Premises licence number: 34282

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

Where the licence is time limited the dates

Licensable activities authorised by the licence

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

No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only.

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

No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only.

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of the premises licence

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

Registered number of holder, for example company number, charity number (where applicable)

[REDACTED]

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises the supply of alcohol

Annex 1 – Mandatory conditions

Door Supervisors and Security Staff to be Licensed by the SIA (when required)

Where the licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

- a) premises where the premises licence authorises plays or films

b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001

Annex 2 – Conditions consistent with the operating schedule

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. 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 06.00hs 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:
 - Any complaint against the premises in respect of any of the licensing objectives.
 - Any crime reported at the premises.
 - Any faults in the CCTV system.
 - Any temporary or permanent exclusion from the premises of customers
 - Any visit by a relevant authority or emergency service

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

10. 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.

11. 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.

12. 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.

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

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

15. 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.

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

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

18. 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.

Annex 3 – Conditions attached after a hearing by the licensing authority

Condition Imposed by Committee

19. No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only.

Annex 4 – Plans

See attached

Basemap Map



1:1250

0 0.02 0.04 kilometres



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