



Alcohol and Entertainment Licensing Sub-Committee

Monday 15 June 2026 at 10.30 am

Boardrooms 1 & 2, 3rd Floor, Brent Civic Centre

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:

P Ahmed (Chair)
Clinton
Mahmood

Substitute Members:

Councillors:

Aden, Burn, Do Rosario, Chowdhury, Mulaisho,
Alexandre, Vakani

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 New Premises Licence by Mr Abdeen Nagoor for the premises known as Newsfare, 33 Craven Park Road, NW10 8SE, pursuant to the provisions of the Licensing Act 2003	1 - 45

Date of the next meeting: Date Not Specified

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LICENSING ACT 2003

Application for New Premises Licence

1. The Application

Name of Applicant:	Mr Abdeen Nagoor
Name & Address of Premises:	Newsfare, 33 Craven Park Road, NW10 8SE
Applicants Agent:	Nick Semper – The Licensing Guys

The application is for a new premises licence:

- 1 For the sale and supply of alcohol and to remain open from 7am to 10pm Monday to Sunday.

2. Background

The review of the Statement of Licensing Policy has introduced Cumulative Impact Zones for all new or variation applications for 'Off' licences in the borough.

The 182 Guidance, amended in April 2018, removed the 'rebuttable presumption' against the grant of a premise in a Cumulative Impact Zone, however, each decision still needs to be made on a case-by-case basis and with a view to what is appropriate for the promotion of the licensing objectives

3. Promotion of the Licensing Objectives

See page 18-19 of the application

4. Relevant Representations

Representations have been received and withdrawn from the Licensing Officers.

Representation remains outstanding from a ward Councillor and local resident.

5. Interested Parties

None

6. Policy Considerations

Policy 1 – Process for Applications

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

7. Determination of the Application

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

8. Associated Papers

- A. Application Form & Plan
- B. Cllr Kelcher Representation
- C. Resident Representation
- D. Licensing Rep & Withdrawal
- E. OS Map



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**Application for a premises licence to be granted
under the Licensing Act 2003**

I/We Abdeen NAGOOR

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
Newsfare, 33 Craven Park Road, Harlesden			
Post town	LONDON	Postcode	NW10 8SE
Telephone number at premises (if any)			
Non-domestic rateable value of premises		£17,750	

Part 2 - Applicant details

Please state whether you are applying for a premises licence as:
Please tick as appropriate

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
- i as a limited company/limited liability partnership please complete section (B)
- ii as a partnership (other than limited liability) please complete section (B)
- iii as an unincorporated association or please complete section (B)
- iv other (for example a statutory corporation) please complete section (B)
- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)

- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- h) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- i) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

I am making the application pursuant to a

- statutory function or
- a function discharged by virtue of Her Majesty's prerogative

(A) individual applicants (fill in as applicable)

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surname NAGOOR			First names Abdeen		
Date of Birth:		I am 18 years old or over		Please tick yes	
Nationality:					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)					

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
08	05	2026

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

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

The purpose of this application is to allow the transition of this primarily yet currently unsustainable snack and stationery-based business into being a modern Convenience Store with Off Licence offering the 'meal for tonight' solution in order to keep it trading.

We recognise and acknowledge that these premises lie within the pre-existing Harlesden CIA area. Thus a most robust Operating Schedule is entailed, which will promote the Licensing Objectives and will NEITHER undermine them NOR the CI Policy. Operating under this regime, this operation will not add to any Cumulative Impact caused by the number of alcohol licensed premises in the area.

We have benefitted greatly from written advice from the Head of Licensing Applications at Brent Council as follows:

"[Brent Council] will be reviewing the CIZ policy shortly, to ensure that it is up to date with the current statutory guidance and evidence. The current CIZ zones are areas where [the Council is] aware that there are ASB/street drinking problems. In view of this, whilst the review is taking place, [the Council's] approach will be that applications falling into the current zones, will continue to be assessed on their own merits, whilst taking the following into account:

- The style, nature, and operation of the premises*
- The steps proposed to promote the licensing objectives*
- The suitability and robustness of the proposed operating schedule*

Robust conditions will initially be proposed to ensure that any potential cumulative impact is effectively mitigated and that the four licensing objectives are upheld."

Consequently, the proposed hours and operating schedule entailed in this application are based upon a recently successful application in Craven Park Road whereat the legal implications, import and basis of the pre-existing Harlesden CIZ and the data set used to found it were debated. We are pleased to accept that finding & the above advice, and will be pleased to consider any further conditions proposed by the Responsible Authorities.

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

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

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

- | Provision of regulated entertainment (please read guidance note 2) | Please tick all that apply |
|---|----------------------------|
| a) plays (if ticking yes, fill in box A) | <input type="checkbox"/> |
| b) films (if ticking yes, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D) | <input type="checkbox"/> |
| e) live music (if ticking yes, fill in box E) | <input type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F) | <input type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/> |

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

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

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

B

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

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Tue			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
Wed			
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the performance of live music (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the performance of dance (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			Please give further details here (please read guidance note 4)		
Wed					
Thur			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)		
Fri					
Sat			Non standard timings. Where you intend to use the premises for the entertainment of a 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 6)		
Sun					

I

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

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input checked="" type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	07:00	22:00			
Tue	07:00	22:00			
Wed	07:00	22:00			
Thur	07:00	22:00			
Fri	07:00	22:00			
Sat	07:00	22:00			
Sun	07:00	22:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name: Adbeen NAGOOR	
Date of birth:	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

n/a

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives

In making this application, we have taken into account the Guidance issued under the Licensing Act 2003 and the Council's Statement of Licensing Policy and CIA. As a consequence of all this, we are applying with a raft of effective conditions in order to promote the Licensing Objectives.

1 The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities, and all recordings shall be kept for 31 days.

2 The CCTV system shall capture clear images of every person entering or leaving the premises with further CCTV cameras covering the publicly accessible areas stipulated on the premises plan, including the frontage of the premises.

3 A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open to the public. 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).

4 CCTV footage shall be provided within 24 hours upon request by Police and any authorised Officers from Brent Council, in a readily accessible format on removable media (i.e., USB, hard drive, CD etc..) or via digital transfer.

5 The CCTV system shall display the correct date and time on any footage.

6 Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.

7 A "Challenge 25" policy shall be adopted and adhered to. Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport.

8 A notice stating "No proof of age – No sale" shall be displayed at the point of sale.

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

10 Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.

The training records shall detail:-

- a) Staff member's name
- b) Staff member's signature
- c) Name of person providing the training
- d) Date of training
- e) Training on the licensing objectives
- f) Training on use of the incident log
- g) Training on refusal of sale
- h) Training on challenge 25 policy
- i) Training on the use and downloading (providing copies) of the CCTV system

This training shall be kept at the venue and made available immediately upon request to the police or authorised officers from Brent Council.

11 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 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.

12 A refusal book detailing date and time of the refused sale, the name of the person refusing the sale and a description of the person attempting to purchase alcohol, shall be kept and maintained and made available for inspection at the premises.

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.

13 All deliveries (to the premises) shall take place during the normal working day (i.e. 09:00 to 18:00 daily).

14 A clear and unobstructed view into the premises shall be maintained at all times whilst the premises is open.

15 There shall be no single cans or bottles of beer or cider shall be sold at the premises.

16 There shall be no miniatures of spirits or wine sold at the premises.

17 No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.

18 There shall be no self-service of spirits on the premises with all spirits being located behind counter.

19 All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

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

21 A personal licence holder shall be at the premises at all times whilst open for licensable activities.

22 The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order

23 The premises licence holder shall ensure that all tills in operation at the premises automatically provide age-related prompts to staff to check the age of the buyer when alcoholic products are passed through the till, or entered onto the till, for sale.

24 A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

25 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.

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

27 Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.

28 The Premises Licence Holder and DPS shall maintain 'active' membership of and participation in any Business Crime Initiative proposed, operated and/or supported by the Metropolitan Police or Community Safety Partnership to reduce alcohol related crime and ASB in Brent.

b) The prevention of crime and disorder

As above

c) Public safety

As above

d) The prevention of public nuisance

As above

e) The protection of children from harm

As above

Checklist:**Please tick to indicate agreement**

•	I have made or enclosed payment of the fee.	X
•	I have enclosed the plan of the premises.	X
•	I have sent copies of this application and the plan to responsible authorities and others where applicable.	
•	I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	X
•	I understand that I must now advertise my application.	X
•	I understand that if I do not comply with the above requirements my application will be rejected.	X
•	[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	

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

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Privacy Notice

The Licensing Service will store your personal data and share it with other agencies in accordance with Stroud District Council's privacy policy Please see the Council's website www.stroud.gov.uk/privacynotice . Section 1 to 10 is the Council's general privacy notice and section 15 gives details for the Licensing Service.

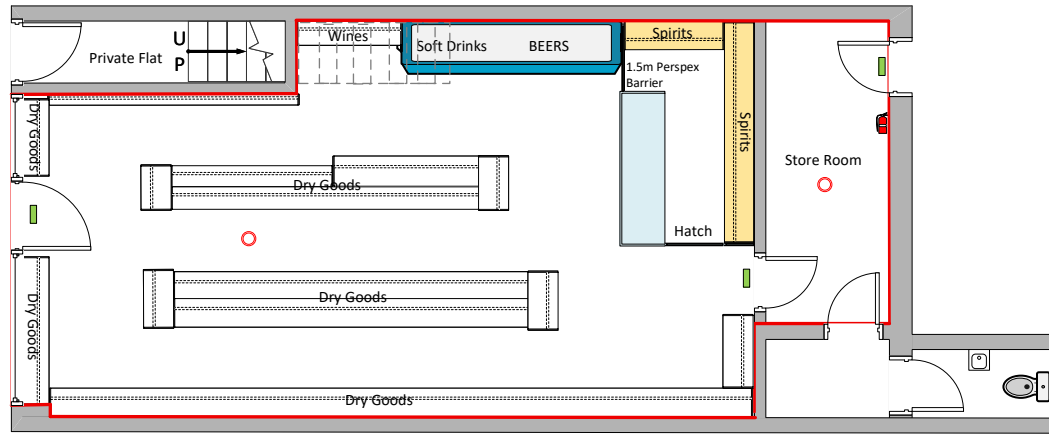
Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none">• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).• The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	Nick SEMPER for The Licensing Guys TM
Date	10 th April 2026
Capacity	Licensing Consultant & Agent

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
The Licensing Guys, PO Box 303			
Post town	LLANYMYNECH	Postcode	SY10 1GZ
Telephone number (if any)	07890 105387		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) licensing@thelicensingguys.com			

LEGEND	Smoke Detector 	Fire Exit 	Fire Ext. Dry powder 	Licensable Area 
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Drawing Purpose PREMISES LICENCE APPLICATION	Name of Premises	Premises Address 33 Craven Park Road, Harlesden London, NW10 8SE	SCALE 1-100
Drawing Details The purpose of this drawing is for the submission of a Premises Licence Application. All Measurements have been drawn in millimetres. This drawing is not be used for the intention of any building, shop fitting or construction purposes.			

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From: Kelcher, Councillor Matt

Sent: 20 April 2026 14:52

To: Esther, Chan ; Prashar, Anu

Cc: Patel, Councillor Mili

Subject: Application 37953 New Off Licence Newsfare 33 Craven Park Rd

I write to object to the above application in my capacity as a local ward councillor.

The premises is located within a Cumulative Impact Zone (CIZ) as designated by the London Borough of Brent. The Council itself has recognised, through its licensing policy, that this locality already experiences a concentration of alcohol-related harm, including crime, disorder, public nuisance and street drinking. Within such zones, there should be a strong presumption against the grant of new licences unless an applicant can demonstrably show that their proposal will not add to cumulative impact.

In this case, there is substantial evidence that granting a new off-licence would exacerbate existing problems, rather than mitigate them. Craven Park Road and its immediate surroundings are already well documented as an area suffering from persistent street drinking and alcohol-related anti-social behaviour. These issues have a tangible impact on residents' sense of safety and the day-to-day use of the public realm.

Police representations submitted in relation to a previous application on site are particularly concerning. In 2023 the Police referred to 154 recorded crimes within a six-month period, alongside a very high volume of calls for service in the area. This level of policing demand strongly reinforces the Council's rationale for designating the area as a CIZ. Extending alcohol availability through an additional off-licence risks further entrenching the very problems the policy is intended to address.

The proposed extended trading hours, combined with long hours for the sale of alcohol, are especially worrying in this context. Experience in this locality suggests that longer alcohol availability directly correlates with prolonged periods of street drinking, increased nuisance behaviour, and additional pressure on already stretched policing resources.

I am also concerned that approving another off-licence in such a saturated market may drive price competition between premises, making alcohol cheaper and more readily accessible. This would be actively counterproductive. Brent Council has previously acknowledged the role that pricing can play in influencing harmful consumption and has given itself powers to consider controls such as minimum pricing. However, those powers have not been meaningfully used in this locality. In the absence of such

measures, introducing another retailer selling alcohol risks undermining the Council's own strategic objectives for reducing harm.

Taken together, the CIZ designation, clear evidence of existing street drinking, police crime data, and the risk of price competition all point decisively against the grant of this licence. I do not consider that the application demonstrates how it would avoid adding to cumulative impact or uphold the licensing objectives in practice.

For these reasons, I urge the Licensing Sub-Committee to refuse this application. At the very least, the Committee should be extremely cautious about further alcohol availability in this area and consider whether stronger policy tools, including pricing interventions, should be deployed before any additional licences are contemplated.

Best wishes,

Matt

Cllr Matt Kelcher

Labour Councillor for Harlesden and Kensal Green Ward

Sent: 27 April 2026 09:03

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

Subject: Re: Application 37953 New Off Licence Newsfare 33 Craven Park Rd

Dear Business Licensing

Please consider this as my representation against Application 37953 New Off Licence Newsfare 33 Craven Park Rd

The premises is located within a Cumulative Impact Zone (CIZ) as designated by the London Borough of Brent. The Council itself has recognised, through its licensing policy, that this locality already experiences a concentration of alcohol-related harm, including crime, disorder, public nuisance and street drinking. Within such zones, there should be a strong presumption against the grant of new licences unless an applicant can demonstrably show that their proposal will not add to cumulative impact.

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own strategic objectives for reducing harm.

Taken together, the CIZ designation, clear evidence of existing street drinking, police crime data, and the risk of price competition all point decisively against the grant of this licence. I do not consider that the application demonstrates how it would avoid adding to cumulative impact or uphold the licensing objectives in practice.

For these reasons, I urge the Licensing Sub-Committee to refuse this application. At the very least, the Committee should be extremely cautious about further alcohol availability in this area and consider whether stronger policy tools, including pricing interventions, should be deployed before any additional licences are contemplated.

Kind regards



THE
LICENSING GUYS
LICENSED TO SUCCEED

The Licensing Guys
3rd Floor, Princess House,
The Square,
SHREWSBURY
SY1 1LW

18th May 2026

Dear Representor,

Re: Application for a Premises Licence – Newsfare, Craven Park Road.

The Licensing Authority has shared your representation with us so we are aware of your concerns about our application for a Premises Licence.

First and foremost, we would like to thank you for taking the time to respond to the consultation and share your valuable feedback, which we have carefully considered.

CIA Policy Grounds

Your concerns are centred on the premises lying within the current Cumulative Impact Assessment Area (CIA) and attendant Policy (CIP) which established a Cumulative Impact Zone (CIZ) which entailed Craven Park Road. The Assessment was founded on CI data from 2022, which was adduced as part of the processes that are the legal pre-requisite when this last CIA was conducted. That CIP was adopted by the Council on 21st November 2022. ss12 of s5A of the Licensing Act 2003 (as amended by the Policing & Crime Act 2017) sets the longevity of a CIA as a “period of three years beginning with the publication of the cumulative impact assessment or a revision of the cumulative impact assessment.” Consequently, in our submission the CIA approved on 21st November 2022 would have to have been revisited, reconsulted upon and reapproved by Full Council by 20th November 2025. To date, no replacement CIA appears to have been adopted.

In a previous Licensing Sub Committee Hearing in Brent on 12th January 2026, the Council’s position (based on their legal advice they had received) is that the CIA was re-approved by the passing of a new Statement of Licensing Policy on 18th November 2024. We too have taken advice from a top Legal 500 firm of licensing lawyers, and in their opinion this simply cannot be right. Firstly, the longevity of a

CIA is clearly laid down as a maximum of three years, and secondly before the expiry of a pre-existing CIA the Authority MUST consult upon continuing its CIA in accordance with the Act as per ss7 et seq and ss12 of s5A of the Licensing Act 2003. This clearly has not happened as the published Council's Statement of Licensing Policy still relies on the 2022 data and CIA in the 2026 Hearing(s).

It also transpired at the Hearing held in January that the Police data used in that CIA included ALL incidents of Crime & ASB in the locality. We argued that this simply cannot be right, as only alcohol-related Crime & ASB incident data can be adduced and used in a formulation of a CIA. Under the regime governing crime data in England & Wales, the requirement to record crime in accordance with the Home Office Counting Rules (HOCR) and the National Crime Recording Standard (NCRS) has been in place since April 2002 across all 43 police forces. The specific requirement for police forces to tag incidents with contextual "crime flags", such as marking an incident as "alcohol-related" came shortly afterwards. Updates to the 2013 rules - most recently refreshed in April 2025 - have reinforced the importance of these contextual flags. Thus, the data provided by the Police for the CIA back in 2022 could have referred to anything - skateboarding, drugs, graffiti, absolutely anything. This application sits before the Licensing Authority which draws its powers from the Licensing Act 2003 and is concerned solely with Licensable Activities. Consequently, and in our submission, the Police data which founded the 2022 CIA was not sufficiently refined enough to decide anything specific about licensable activities in general or the over-consumption or irresponsible provision of alcohol in particular.

All these points were argued in detail before the Licensing Authority at that same Hearing regarding the Premises Licence. The Legal Advisor to the Panel explained at the outset of the Hearing was that the proper way to challenge the 'existence' of the Council's CIA is through a Judicial Review. We accepted that position at the time in order to progress to the full Hearing, but do not necessarily accept that position. Clearly any decision arrived at by a Council Committee which took into consideration matters which have no legal basis through their expiry can be appealed to the Magistrates. As it transpired, the Premises Licence was granted so any Appeal by the applicant was no longer appropriate. The Panel issued that Licence, having heard all the arguments both for and against the grant, with a very comprehensive raft of Conditions appropriate to a Convenience Store operating in Craven Park Road – for which we are very grateful. That same raft of Conditions has been replicated in the operating schedule of the Newsfare application which is the subject of this discussion.

From our further correspondence with the Licensing Authority on the matters raised above, Ms LEGISTER from the Licensing Authority has assured us that the Authority is currently reviewing its CIA and the data that feeds into it, and I look forward to any revision of the CIZ in the near future. In fact, I would very much like to be included in the Consultation process.

In the meantime, if you will allow me, I would like to set this application in context and then address you on each of the matters you raise...

Background

The applicant has successfully operated Newsfare for a considerable time without ever having come to the attention of any of the authorities or attracted any adverse criticism from any residents or neighbours. They have made a significant financial investment in these premises so, like you, wish to protect the local amenity of the area in every respect and are alive to the concerns you raise.

Quite simply we are on the same side. No one benefits if the area isn't cared for, so our applicant will operate in a safe, legal, compliant, professional and responsible manner to ensure this business continues to contribute positively and does not cause issues to anyone. The applicant has no interest in nurturing a street-drinking population in the vicinity. These individuals primarily seek high ABV products at discount prices, and usually purchase one unit at a time. This is far from the customer avatar we wish to attract, encourage or service.

The Operating Schedule you have examined which forms part of our application is based entirely on the recently issued Licence referred to beforehand, and provides full details of the measures included in our original application. It has been scrutinised by the Responsible Authorities (Police, Environmental Health, Children's Services, Planning, The Home Office, etc.). The Authorities are all satisfied that the sale of alcohol from this premises, in accordance with the measures proposed, would promote the Licensing Objectives, and not undermine them. Else they would have provided evidence against the application, as is their statutory duty.

Crime & Disorder

As business owners we wish to operate in a safe neighbourhood and any increase in crime would likely have a negative impact on all businesses in the area, including ours, driving customers away. Our family-friendly business seeks to become a valued part of the community where over time our customers become friendly acquaintances, where they feel valued and cared for. We simply will not tolerate individuals who present a risk to our customers or undermine our business or the local area.

You may be aware that Para 2.1 of the Secretary of State's s182 Guidance on the Licensing Act states that "Licensing Authorities should look to the Police as the main source of advice on Crime & Disorder." The Police have not objected to this application. Similarly, the Licensing Authority - itself being the author, champion and guardian of the CIA and CIZ - also do not object to this application. Ms Rhea

VAGARWAL, the Licensing Enforcement Officer from Brent Council's Regulatory Services, suggested amendments to further strengthen the operating schedule - which we have been happy to accept in their entirety.

Summary

The Licensing Guys have worked closely with the applicant to craft the application with a range of measures and safeguards, detailed in the attached Operating Schedule. This demonstrates the importance we all place on being a good neighbour and maintaining high standards of operation. To re-iterate, these measures were included in our original application because we attribute as much importance as you do on operating considerately, thoughtfully, and responsibly.

If you have any questions or would like further clarification, we would be very happy to discuss it further as we hope very much that you will be one of our valued customers in future. Please feel free to contact (me) Nick SEMPER of The Licensing Guys on 07700 164448 or by email at nick@thelicensingguys.com.

We hope that this further information above reassures you that our business cares as much for our local area and community as you do and is highly unlikely to cause any negative impact on anyone.

If you are reassured and feel the information above removes the need to attend a hearing and present your concerns to the Licensing Sub-Committee we would ask you consider withdrawing your objection to the application and confirm this by email to Linda LEGISTER, the Licensing Applications Manager for Brent Council's Regulatory Services dealing with this application at the Licensing Authority - Linda.Legister@brent.gov.uk Linda is, of course, completely independent in this matter and will be able to advise you impartially on all the matters addressed in this correspondence.

Otherwise, I look forward to addressing your concerns at the forthcoming Licensing Sub Committee Hearing on 15th June 2026.

Yours sincerely,

Nick SEMPER
Director at The Licensing Guys

From:

Sent: 27 May 2026 14:20

To: Legister, Linda

Subject: Re: FW: New Premises Licence application - Newsfare, 33 Craven Park Road, NW10 8SE

Hi Linda

There is no apparent reason to withdraw so I will hopefully see you for the hearing 15 June

On Wed, 27 May 2026 at 14:04, Legister, Linda wrote:

Dear

Further to the email below regarding correspondence from the applicant's agent – see attached, could you confirm if the contents address any of your concerns and whether or not you wish to withdraw your objection.

Please let me know how you would like to proceed.

Many thanks

Regards

Linda Legister

Licensing Applications Officer

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The Licensing Guys
PO Box 303
Llanymynech
SY10 6FE

24 April 2026

Our Ref: 37953

Dear Sir/Madam,

**Licensing Representation to the Initial Application for the Premises Licence at Newsfare,
33 Craven Park Road, NW10 8SE**

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 request the following points to be included in the operating schedule or added as conditions on the premises licence:-

1. The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities, and all recordings shall be kept for 31 days.
2. The CCTV system shall capture clear images of every person entering or leaving the premises with further CCTV cameras covering the publicly accessible areas stipulated on the premises plan, including the frontage of the premises.
3. A member of staff trained in the use of the CCTV system shall be available at the premise at all times that the premises are open to the public. 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).

4. CCTV footage shall be provided within 24 hours upon request by Police and any authorised Officers from Brent Council, in a readily accessible format on removable media (i.e., USB, hard drive, CD etc..) or via digital transfer.
5. The CCTV system shall display the correct date and time on any footage.
6. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
7. A "Challenge 25" policy shall be adopted and adhered to. Acceptable proof of age shall include identification bearing the customer's photograph, date of birth and integral holographic mark or security measure. Suitable means of identification would include PASS approved proof of age card, photo-card driving licence and passport.
8. A notice stating "No proof of age – No sale" shall be displayed at the point of sale.
9. A notice asking customers to leave quietly from the premises shall be displayed by the exit/entrance.
10. Any staff directly involved in selling alcohol for retail to consumers, staff who provide training and all managers will undergo regular training (every 12 months) of Licensing Act 2003 legislation. This will be documented and signed for by the DPS and the member of staff receiving the training. This training log shall be kept on the premises and made available for inspection by police and relevant authorities upon request.

The training records shall detail:-

- a) Staff member's name
- b) Staff member's signature
- c) Name of person providing the training
- d) Date of training
- e) Training on the licensing objectives
- f) Training on use of the incident log
- g) Training on refusal of sale
- h) Training on challenge 25 policy
- i) Training on the use and downloading (providing copies) of the CCTV system

This training shall be kept at the venue and made available immediately upon request to the police or authorised officers from Brent Council.

11. 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 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.

12. A refusal book detailing date and time of the refused sale, the name of the person refusing the sale and a description of the person attempting to purchase alcohol, shall be kept and maintained and made available for inspection at the premises.

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.

13. All deliveries (to the premises) shall take place during the normal working day (i.e. 09:00 to 18:00 daily).

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

15. There shall be no single cans or bottles of beer or cider shall be sold at the premises.

16. There shall be no miniatures of spirits or wine sold at the premises.

17. No high strength beers, lagers, and ciders above 6.0% ABV shall be stocked or sold.

18. There shall be no self-service of spirits on the premises with all spirits being located behind counter.

19. All alcoholic drinks shall be clearly labelled or marked with the name of the premises.

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

21. A personal licence holder shall be at the premises at all times whilst open for licensable activities.

22. The premises licence holder shall display notice warning customers against drinking on the street in line with Brent Council's Public Spaces Protection Order.

23. The premises licence holder shall ensure that all tills in operation at the premises automatically provide age-related prompts to staff to check the age of the buyer when alcoholic products are passed through the till, or entered onto the till, for sale.

24. A lockable safe with deposit slot and anti-fishing mechanisms must be used at the counter till area in order to prevent crime.

25. 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.

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

27. Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be secured behind locked grills, locked screens or locked cabinet doors so as to prevent access to the alcohol by customers or staff.

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

Yours Sincerely,

A handwritten signature in black ink that reads "R. Vagarwal". The signature is written in a cursive style and is enclosed within a thin, hand-drawn oval border.

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Vagarwal, Rhea
Sent: 28 April 2026 09:25
To: The Licensing Guys [Licensing]
Cc: Esther, Chan; Business Licence ; Legister, Linda
Subject: RE: CONSULT: New Premises - Newsfare, 33 Craven Park Road, NW10 8SE - 37953

Dear Nick,

Thank you for your email to confirm your client accepts the attached representation dated 24 April 2026.

I now wish to withdraw the Licensing Authority's representation.

Kind regards

Rhea Vagarwal

Licensing Enforcement Officer

From: The Licensing Guys [Licensing]
Sent: 25 April 2026 12:19
To: Vagarwal, Rhea
Subject: RE: CONSULT: New Premises - Newsfare, 33 Craven Park Road, NW10 8SE - 37953

Dear Rhea,

We are happy to agree your proposed Conditions. Thank you.

Nick S for TLG

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From: Michael.J.Sullivan@met.police.uk

Sent: 06 May 2026 13:17

To: licensing@thelicensingguys.com

Cc: Business Licence; Esther, Chan; Vagarwal, Rhea; Maldoom, Edwin; Petros.Loizou@met.police.uk

Subject: New Premises - Newsfare, 33 Craven Park Road, NW10 8S

LICENSING ACT 2003

Licence: New Premises

Reference: 37953

Dear Agent/Applicant

Applicant: Abdeen Nagoor

Premises: Newsfare, 33 Craven Park Road, NW10 8SE

I write on behalf of the Police Responsible Authority in relation to the application for a new premises licence at Newsfare, 33 Craven Park Road, NW10 8SE.

Having reviewed the application and the conditions proposed, we can confirm that we are satisfied that the measures outlined are appropriate and proportionate to promote the licensing objectives.

In light of this, the Police Responsible Authority does not wish to make any representations in respect of this application.

Should any amendments be made to the application or should further information come to light, we reserve the right to review our position.

Regards,

Michael Sullivan

Police Sergeant

Strategic Delivery Unit

Metropolitan Police Service

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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