

**From:**

**Sent:** 04 July 2020 22:16

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

**Subject:** Licence application number 19188

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Licensing Department  
Brent Civic Centre  
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4 July 2020

Dear Licensing Department

**Licensing Representation to the Application for a new Premises Licence for Nishco Food and Wine, 319 Harrow Road, Wembley, HA9 6BA**

We are aware that Nishco Food and Wine (located at 319 Harrow Road) have applied for a Premises Licence to sell alcohol and trade until 2am on certain nights (Application Reference: 19188). We certify that we have considered the application shown above and we wish to make a representation on behalf of Blue Cross Group Limited which trades in the area.

We would like to raise our concerns and objection to this application on the following grounds:

**1 Local competition**

There are already six grocery stores (also selling licensed products) in the neighbourhood within 200 metres of 319 Harrow Road - in other words, in and around the Wembley Triangle area. The area is already well served by grocery stores selling alcohol and as you will be aware there have been stores that have closed down or changed hands in this area on numerous occasions due to lack of business and too much competition.

**2 Frequency of trouble**

The area is already served by at least four stores beyond 11pm (presumably they are all late night licence holders or 24 hour licence holders). As the police will know the area has a good record of trouble-free shoppers with only the occasional issue arising. Creating yet another late night / early morning licence holder will inevitably increase shoppers from further afield (e.g. from Wembley High Road and Stonebridge) to this area late at night and these shoppers could increase the occasional issue to more frequent issues and an increase in crime and disorder in what is very much a quiet residential area at night.

**3 Macro-economics, uncertainty and current economic climate**

The Covid-19 pandemic has created some huge uncertainties in the economy. This is likely to lead to higher unemployment and less spending power by individuals right across the country. Brent is likely to see a higher impact of the slow down due to the demographics of its population. The result of an economic contraction nationally and locally will be tighter

margins and a tougher trading environment for retailers generally. Introducing further local competition by allowing too many similar stores (retailers, off-licences, hairdressers, restaurants) will be generally detrimental to the trading environment in the local area. (This of course would not apply to new stores with very different concepts such as Envious Balloons or a replacement of MySnapSell's own business).

**In summary:**

Closure of shops in the area and increased civil disturbance issues in the area would be contrary to the council's objectives to create a thriving business community with law-abiding profitable businesses in an area that has high national prominence. The council has worked hard (very hard, in fact) to improve the area and rid the area of undesirable activities and reduce crime in the neighbourhood. We are sure that allowing more late night licensed stores in a concentrated area around the triangle will undo the great work done over recent years.

As a result of the above, we urge the Council to reject the application on the grounds of the impact on the following licensing objectives:

The prevention of crime and disorder  
Public Safety  
Prevention of Public Nuisance

We hope you will understand our desire to do the right thing for the area and our neighbours.

Kind regards