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The Licensing Authority

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Your ref: 20297

Our ref: 20/2965NW

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Date: 30/11/2020

Police representations to a New Premises Licence application for "Neasden Food & Wine, 490-492 Neasden Lane North, NW10 0DG".

I certify that I have considered the application shown above and I **wish to make representations** that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

**Police Officer: Gary Norton
Licensing Constable PC 2965NW**

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

The application has been made for a new premises licence under section 17 of the act, in accordance with section 12 of the Licensing Act 2003. The Police representations are primarily concerned with crime and disorder, public nuisance and public safety and protecting children from harm.

The premises sits on a very busy stretch of road, namely the Neasden Lane North (A4088); a major artery road link to the A406. The area consists of densely packed residential housing, with a small pocket parade of businesses sat at the crossing near the corner of Braemar Avenue.

The area is recognised as having become badly affected by crime, disorder and anti-social behaviour (ASB). This has resulted in the London Borough of Brent designating Cumulative Impact Zones under the Statement of Licensing Policy 2020-2025. A **Cumulative Impact** Area is a designated **zone** where evidence has indicated that the number, type or density of licensed premises is impacting adversely on the licensing objectives, namely, crime and disorder, public safety, public nuisance and the protection of children from harm.

In the immediate area, within a 50m radius, there are only a small handful of business premises. 2 of them are off licences. Slightly further along no more than a minute or so walk up to the next group of shops on Blackbird Hill, there are another 5 off licences.

Despite the small business area, there is a relatively large number of on/off licenses in close proximity and this has facilitated the bad habits of street drinkers, giving them easy access to alcohol, often compounded by irresponsible sales. This in turn has had a negative effect in the area leading to more crime, disorder and public nuisance and even children having access to alcohol.

Crime, disorder and Anti-Social Behaviour (ASB) in the area is slowly rising again and adding another off licence which relies a lot of alcohol sales, will no doubt add to these issues.

The following graph shows the overall increase in crime levels as shown on www.police.uk including Anti-Social behaviour, violence and sexual offence and drugs. The crime, disorder and ASB is by far the highest component problem is a commonly fuelled by alcohol consumption, either as a root cause, or an inflammatory factor.



Most commonly reported crimes during Sep 2020	
Anti-social behaviour	55
Violence and sexual offences	35
Vehicle crime	12
Drugs	10

Given the high percentage of off-licence premises to others in the area, the need for another seems somewhat pointless. Should the licence be granted, another off licence joins the existing competition, likely driving prices down to out-do one another and worse still, possibly leading to inappropriate sales to under 18's. There is often a large contingent of schoolchildren of various ages near that location due to the presence of McDonalds as a place to meet up, eat and socialise.

I endeavour to be permissive towards an applicant's licensing needs, but even with numerous rigorous conditions, the likelihood is that the only beneficiary of this licence being granted is the applicant.

The application was written by an agent experienced in licensing issues & terminology, which puts forward clearly proposed alcohol sales practices and licensing conditions for the business. However, none of these demonstrate how the premises would any better at coping with the existing issues in the CIZ, as they are quite standard in nature.

For this reason, I oppose the license application.

Yours Sincerely,

Gary Norton 2965NW
Licensing Constable – Brent Police