

21 April 2021

Hi Licensing

I wish to object to the application 20852

The premises are within the Harlesden CIZ but the applicant makes no reference to this in their submission and therefore seems unaware of the issue or their responsibilities regarding prevention of Crime & Disorder and Public Safety. Off sales of alcohol in a CIZ will increase existing high crime levels and ASB related street drinking. The location is opposite a family pocket park on Furness Rd which would become a convenient drinking hotspot.

The shop has a history of unlicensed sales of alcohol, including the sale of high strength cider - this was during a period when they had specifically said they would not sell high strength cider under an earlier application. This current application promises "NO SALE OF BEERS OR CIDER. ONLY WINE AND SPIRITS" however given their previous behaviour it is difficult to believe this would be adhered to.

By the manager's own admission he was selling alcohol without a licence on the day the Police attended Friday 23 October 2020, committing offences under Sections 135, 137 and 138 of the Licensing Act - as a responsible borough Brent ought to be seeking a prosecution, not issuing a licence, otherwise what kind of message are we sending out?

Since the carriageway in front of the supermarket is marked as No Loading, the business has no reasonable way to restock its shelves without delivery vehicles parking illegally. This will be particularly true for regular restocking of alcohol. Such illegal parking would increase public nuisance in a location that recently suffered a cycling fatality. The business already engages in dangerous illegal parking to stock their fruit and veg stall as pictured below the car was seen at 3:21pm on 3 April 2021 parked against the flow of traffic, metres from the busy junction







However, should Licensing be minded to approve this application, Brent's Minimum Unit Pricing be implemented. The 2020-2025 Statement of Licensing Policy says: "The Licensing Authority would like to encourage all licensed premises to apply a minimum unit price of 70p to all alcoholic products sold at their premises licence".