

# LICENSING ACT 2003

## Application for New Premises Licence

### 1. The Application

Name of Applicant:	Mr Omar Imtiaz Ahmed
Name & Address of Premises:	490-492 Neasden Lane North, NW10 0DG
Applicants Agent:	Personal Licence Courses

The application is for a new premises licence:

1. For the sale of alcohol from 10am to 10pm Monday to Sunday and to remain open from 8am to 11pm 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.

This application falls within a Cumulative Impact Zone.

Mr Ahmed submitted a previous application for these premises in November 2020, which was refused by the licensing sub committee on 21 January 2021.

### 3. Promotion of the Licensing Objectives

See page 8/9 of the application

### 4. Relevant Representations

Representations have been received from the Police, Licensing Officers, the Ward Councillor and local residents. Two petitions have also been received with over 400 signatures. The signatures have been redacted for data protection purposes.

### 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. Copy of Application Form & Plan
- B. Police Representation
- C. Licensing Representation
- D. Residents Reps and Petitions
- E. OS Map