

Sent: 31 January 2022 15:12

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

Subject: Appeal to license application:490/492 Neasden Lane North

To Whom it may concern

Regarding the commercial premises 490-492 Neasden Lane North.

Firstly I have just noticed a sign go up outside the above named premises and stating an expiry for representations to be the 1st Feb.

Seeing as the notice only went up in the last week, is this not an unusually short window to allow people to make representations? If there was a delay in displaying these plans, the window to allow others to respond should also reflect this delay.

I have lived in the area for over 20 years.

The deterioration I've seen due to street drinking has been worrying.

Firstly, there is always congregations of drinkers at the corner of Braemar Avenue and Neasden Lane. They are usually very loud, quite visibly drunk, very obviously drinking - there is often no attempt to hide the drinks and they are a nuisance.

They leave behind empty alcohol containers, food packaging and often urinate on the surrounding premises. It leaves a very smelly and dirty ambiance to the area.

Secondly, there are often disturbances during the night because either the police have been called and their sirens awake us, or the actual disturbances are being caused by the drinkers and we hear loud laughing, swearing and shouting into the night. Having spoken to a few local police officers they also agree to an increase in alcohol related crime, and have the crime figures to corroborate this.

Thirdly, there are already TWO late opening off-licences at the end of Braemar Avenue. One is open until 11pm, which is already the end of the day! There is absolutely no need for another type of off license. There is more of these types of businesses up the road and in the other direction towards Neasden Shopping centre. Seeing as there is nearly 7 such shops within a 2/3 mile radius, what is the reason for another?

Fourthly, there is a severe safety issue. Kids in the area are set a bad example through this behaviour. In addition to this, it stops people being attracted to the area because they only see what we as residents see, an area plagued by alcoholism and hang-abouts. I worry about the safety of my kids daily and will never let them be out after dark, never.

So in conclusion, the area is already struggling. Another one of these businesses would truly ruin the area and hamper any chance of a potential revival. If this license is granted, the council is submitting the residents to more noise pollution, more litter, increased disturbances, increased police call outs and a risk to public safety. It should be categorically rejected.