

Mr Callum Haddow
Saunders Solicitors Ltd
6 Snow Hill
EC1A 2AY

1st June 2022

Reference: 24726

Dear Mr Haddow,

Re: Licensing Representation to the Application for the New Premises Licence at The Field Bar Neasden, 249 Neasden Lane, NW10 1QG

I certify that I have considered the above new application and I wish to make representations.

Officer: Esther Chan – Licensing Inspector

An officer of the Licensing Authority, 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.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

Background

Neasden town centre consists of a medium sized parade of shops that run along Neasden Lane which is just off the North Circular Road. The town centre is in an area of medium to high levels of deprivation. Neasden Town Centre is a hotspot for alcohol flagged calls to the Police and attracts anti social behaviour ranging from street drinking to drug dealing.

The Field, formally known as Sal's Bar has been trading as a public house for a number of years. The premise licence has been revoked on three occasions instigated by reviews of the premise licence from responsible authorities in 2017, 2018 and 2021 for undermining the licensing objectives connected to public safety, crime and disorder.

Consultation Meeting

On Monday 30th May 2022 at 11:00hours, I conducted a visit with my colleague, Licensing Officer, John McGann to meet the applicant at the premises to discuss the application for a new premise licence in name of Joseph Finn.

Upon entry, I discovered that the name on the blue public notice revealed a different name to what was on the application form, which stated 'Patrick Joseph Finn'.

**LONDON BOROUGH OF BRENT
LICENSING ACT 2003
NOTICE OF APPLICATION FOR LICENCES**

Date: 10/05/2022

NOTICE IS GIVEN THAT (a) PATRICK JOSEPH FINN

(b) Name & address of premises: trading at (c) THE FIELD BAR NEASDEN
249 NEASDEN LANE, LONDON, NW10 1BQ

(d) A new premises licence or a variation to an existing premises licence activities has applied to Brent Council for (e) A NEW PREMISES LICENCE

as stated below:

Licensable Activities	Mon		Tues		Wed		Thur		Fri		Sat		Sun	
	Start	Finish												
SALE OF ALCOHOL	10:00	0300	10:00	0300	10:00	0300	10:00	0100	10:00	0100	10:45	0245	10:00	00:00
LIVE MUSIC	/	/	/	/	/	/	19:00	01:00	19:00	01:00	19:00	02:00	19:00	00:00
REDUCED MUSIC	13:00	03:00	18:00	03:00	10:00	03:00	10:00	01:00	19:00	02:00	10:00	02:00	10:00	00:00

Anyone wishing to oppose the application must give notice in writing to:
ALCOHOL LICENSING, REGULATORY SERVICES, BRENT CIVIC CENTRE, ENGINEERS WAY, WEMBLEY, HA9 0FJ or by visiting the authority's website: www.brent.gov.uk/business/licences/licensing-registers WITHIN 28 DAYS OF THE DATE OF THIS NOTICE specifying the grounds of opposition. Email: business.licence@brent.gov.uk TEL: (020) 8937 6369

Persons objecting to the grant of licences must be prepared to attend in person at a hearing before a committee of the Council.
NOTE: Your objection will form part of the committee report and forwarded to the applicant. Please let us know if you have a valid reason for your personal details to be removed.

IT IS AN OFFENCE TO KNOWINGLY OR RECKLESSLY MAKE A FALSE STATEMENT IN CONNECTION WITH AN APPLICATION. THE MAXIMUM FINE FOR WHICH A PERSON IS LIABLE ON SUMMARY CONVICTION FOR THE OFFENCE IS £5000.

This notice must be completed and on the same day on which the application is made must be exhibited on a conspicuous part of the premises where it can easily be seen and read by persons on the street. The notice must be kept exhibited for not less than 28 days.

At the time of my meeting I asked Mr Finn to confirm his full name, which he stated 'Patrick Joseph Finn' and presented his Irish Driving Licence as proof of identity. It was pointed out to Mr Finn, that the name of the application form did not have his full name, which would affect the application process.

Mr Finn was asked the following questions about the application:

1. Esther Chan - Did you complete the application?

Mr Finn: My agent completed the application

2. Esther Chan - Who is your agent?

Checks Phone

Mr Finn: Callum Haddow from Saunders.

3. Esther Chan - Have you seen the application and happy with the content?

Mr Finn: Yes, I am happy with the content.

4. Esther Chan - What do you know about of the pub?

Mr Finn:

- History – I lived in Neasden from 2013 to 2018. The Pub was called Sals Bar. I visited the pub as a patron occasionally.
- Reviews – I am not aware of any reviews of the premises licence.

5. Esther Chan - Do you know Tim Sheahan?

Mr Finn: Yes, he had Greenes pub, I am aware of him.

6. Esther Chan - Have you had any engagement with the previous licensee Mark Counihan?

Mr Finn: No.

7. Esther Chan - How did you find out the premises was for sale?

Mr Finn: I heard it through a conversation with the landlord.

8. Esther Chan - How much did you pay?

Mr Finn: £16k.

9. Esther Chan - Have you signed the lease?

Mr Finn: Yes

10. Esther Chan - What is the length on the lease?

Mr Finn: Two years. The lease is in my name only. I have an Opt Out Clause. I can give the premise back to the landlord.

11. Esther Chan - Have you got the keys?

Mr Finn: Yes.

12. Esther Chan - Who is paying the business rates?

Mr Finn: No. I will not pay until I have premise licence.

13. Esther Chan - Do you have experience running pubs?

Mr Finn: I run a pub in Ireland since 2004. My wife is looking after the pub.

14. Esther Chan - What do you know about the area (number of pubs nearby, crime, and cumulative impact zone)?

Mr Finn: Katies Bar and Greenes Pub are nearby. There is plenty of crime everywhere but not a big issue. I don't not what a Cumulative Impact Zone is.

15. Esther Chan - Do you have another job?

Mr Finn: Yes, I run a pub and own a construction company with another partner.

16. Esther Chan - How often do you intend to be at the premises?

Mr Finn: Regular basis, Fridays to Sundays

17. Esther Chan - Who is the nominated DPS?

Mr Finn: Michael Geraghty.

18. Esther Chan - What is his background in licensing?

Mr Finn: He is currently working in a butcher's shop located in Willesden. He will be a long term staff and will be at the premises three to four times a week in the evenings.

19. Esther Chan - How long has Michael Geraghty had his personal licence?

Mr Finn: I don't know how long he has had his personal licence.

20. Esther Chan - How did you know Michael Geraghty?

Mr Finn: I know him through work and socially.

21. Esther Chan - Does Michael Geraghty live with you?

Mr Finn: I have given him the permission to use my address.

22. Esther Chan - Do you know where Michael Geraghty live and can you provide his contact number?

Mr Finn: I don't know where he lives and I don't have his number on me.

23. Esther Chan - How many staff will you employ?

Mr Finn: I have somebody in mind. I don't know her name. She's an English girl, runs a pub down the road. She has a personal licence.

There will be one staff managing the premises for five days. I need a feel of the business to decide if I need more staff.

24. Esther Chan - Who will be responsible for the training of staff?

Mr Finn: It will be me and the girl.

25. Esther Chan - Will you provide entertainment?

Mr Finn: Live music including Irish, Country and Rock music on Fridays and Saturdays from 10pm. I do intend to have poker or quiz nights. No gaming machines will be on site.

26. Esther Chan - Will you be providing food?

Mr Finn: Not straight away. I need to run the pub first and see how it goes.

27. Esther Chan - Will you renovate the premises?

Mr Finn: Yes, renovation in progress. It should be completed by this weekend.

28. Esther Chan - How many cameras do you have and can you operate the CCTV?

Mr Finn: Yes I can operate the CCTV. 30 days rollover. I think there is 12 cameras. Checks system behind the bar and confirms the driver is missing.

I will upgrade the CCTV.

29. Esther Chan - Will you employ SIA staff everyday?

Mr Finn: Only on Friday and Saturday from 9:30pm. I haven't look into the company.

30. Esther Chan - Will you keep the same trading name?

Mr Finn: Yes.

31. Esther Chan - What sort of clientele are you looking for?

Mr Finn: Local English and Irish Community.

32. Esther Chan - Where would your customers smoke?

Mr Finn: At the back.

33. Esther Chan - Do you know who lives around the premises?

Mr Finn: I have no clue who is living above the premises.

34. Esther Chan - Do you have a written procedure and policy on drugs, crime and disorder?

Mr Finn: I will call the Police.

35. Esther Chan - Can you explain your age verification policy?

Mr Finn: We not serve to anyone under 18. We will adopt Challenge 21.

I have serious concerns with the applicant's business plan for this premises and his understanding of the previous history, which may have a detrimental effect on promoting the licensing objectives.

It is questionable whether Mr Finn will have much involvement in the business and his answers to my questions contradict to the information on application form.

Following our meeting, Mr Finn sent an email confirming that Aleta Dollin will have involvement in the running of the business.

Our records indicate that both the Aleta Dollin and Michael Geraghty were involved with the business under the previous premise licences, when issues had occurred.

The Licensing Authority do not have confidence that Mr Finn and the DPS will be in a position to manage the premise in a responsible manner.

Furthermore, the plan submitted with the application is not up to date. Various doors were missing from the plan and the struture of both the female and male toilets have altered.

I feel the applicant would not be in a position to promote the licensing objectives and therefore, request the application to be refused.

Yours sincerely,



Esther Chan
Licensing Inspector
Regulatory Services