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TERRITORIAL POLICING

**Xodo Brazil**  
**29 Cricklewood Broadway**  
**London**  
**NW2 3JX**

*Your Ref:* 30493

*Our ref:* 01QK/30493/33/3193NW

***NW BCU Licensing Department - Brent***

*Harrow Police Station*

*74, Northolt Road*

*Harrow*

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***Date:*** 26<sup>th</sup> January 2024

Police representations to the application for a new Premises Licence for 'Xodo Brazil, 29 Cricklewood Broadway, NW2 3JX'

**Police certify that we have considered the application shown above and 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.**

**Officer: PC Philip BRISTOW**  
**Licensing Constable 3193NW**

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 Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

- The prevention of crime and disorder.
- Public safety.
- The prevention of public nuisance.
- The protection of children from harm.

#### **The Application**

The application is for a new Off License / Delicatessen in Cricklewood Broadway.

The applicant is asking for venue to be open from 09.00 hours to 19.30 hours Monday to Saturday and on Sunday 09.00 hours to 17.00 hours. The supply of alcohol is requested from open to close on each day.

The application quite rightly states that the venue is located within one of Brent's Cumulative Impact Zones (CIZ- Cricklewood Broadway Junction of Mora Road to Walm Lane).

#### **Cumulative Impact Zones**

Brent Council Licensing Policy introduced CIZ's on 7<sup>th</sup> January 2020 in order to combat a rise in crime, disorder, public nuisance, anti-social behaviour and street drinking all of which is fuelled by the sale and consumption of alcohol

There are many studies reflecting the relationship between alcohol consumption/abuse with increases in ASB and violent crimes, as highlighted by such organisations as the Institute of Alcohol Studies. There is also evidence that the most disadvantaged of socio-economic groups (as represented by some of the local populous) that they are disproportionately at risk of alcohol-related violence.

[www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz](http://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz)

### **Police Representations**

Conducting checks on or near Cricklewood Broadway NW2 where the venue is situated it shows the following figures:

- (a) Two Hundred and Thirteen (213) Recorded crimes. These are a wide variety of crimes including assaults, possession of drugs, racially aggravated public order offences, GBH, domestic assaults and numerous thefts.
- (b) Two Hundred and Fifty Eight (258) Calls to police.
- (c) Thirty seven (37) Stop and searches by police.
- (d) Forty six (46) Arrests.

These are a wide variety of crimes including racially aggravated public order offences, commercial burglary, antisocial behaviour, vehicle crime, violent and sexual offences and thefts from persons. Furthermore this would not include the crimes that have happened on the other side of this road as this would be on Camden Borough and none of the figures include the surrounding roads.

In addition to this area which is already suffering from very high crime figures, there are at present twenty three (23) other venues selling alcohol to the public on Cricklewood Broadway on Brent's side of the road, never mind Camden's side. This community does not require another venue selling alcohol which will only fuel the street crime, ASB and create price wars between rival venues.

I see no benefits in adding another venue that sells alcohol to Cricklewood Broadway with the existing crime rate.

Taking into account of Police concerns and guidance related to CIZ's given in the Brent Council guidance; the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives.

Due to all the points raised above, the Police licensing team oppose the granting of this premises licence.

Yours Sincerely,

**PC Philip BRISTOW**  
**NW BCU - Brent Licensing**  
[Philip.Bristow@met.police.uk](mailto:Philip.Bristow@met.police.uk)