

26th November, 2024

Brent Council Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

Dear Sir

Re Licencing Review of 'The Aura', 763-765 Harrow Road, HA0 2L

Licence No164845

We are writing to support the Application made to review the licence granted to the above business premises, known as 'The Aura'.

Brent guidelines state, and we quote, 'All licensable activities in Brent should contribute to and not have a negative impact on our four objectives..' Where we comment on this application under these objectives below, we are commenting on the issues that are already well documented by the Police and Brent Council Officers.

1. Preventing crime and disorder
2. Public safety

There are known issues relating to crime and disorder which include death, knife welding, fights, drunkenness. Despite reasonable and active intervention by the Council and the Police, the management of the Club has failed to take pro-active action to maintain a watchful, preventative presence over the actions of its customers.

3. Preventing public nuisance

As mentioned, the area has continued to experience anti-social behaviour, noise, and a disregard for residents. The High Street has housing above most of the shops, with residents already subject to the above-mentioned exposure to crime, anti-social behaviour and noise issues. With business opening hours that are late and closing into the early hours of the morning, this intensifies the nuisance in the area.

As stated in the Application and evident in the Council's records, noise and use of outside spaces of the premises is not controlled by the management with continual breaches of the licence conditions.

Our concerns remain that 'The Aura' owners and management team have systematically failed to meet the conditions of the licence. Indeed, if 40 conditions have had to be imposed to date placing an onerous task on Council Officers to monitor these, then the business is not 'fit for purpose' and the licence should be reviewed. Furthermore, the anti-social behaviour and violence seen is making the High Street an unsafe environment for the community, deterring residents and visitors from using the area as intended. This not only undermines public confidence in the safety of the High Street but also negatively impacts neighbouring businesses, who rely on a secure and welcoming environment to thrive.

The ongoing disturbances associated with 'The Aura' demonstrate a disregard for the responsibility that comes with operating a licensed establishment. Such failures compromise the well-being of residents, place an undue burden on our law enforcement and council resources, and tarnish the reputation of the area as a whole.

Given the above, we support a thorough review of the licence to determine whether the establishment is capable of complying with its obligations or if alternative actions, including revocation of the licence, are warranted to ensure order and safety to the High Street.

In summary, we support this application to review the licence as 'The Aura' is having an increasingly negative impact on the wellbeing of those living and working in the area and does not make a positive contribution to the area.

Yours sincerely