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**Martins News
217, Cricklewood Broadway,
Cricklewood.
NW2 3HS**

Your Ref: 33338

Our ref: 01QK/756/24/3122NW

NW BCU Licensing Department - Brent

Wembley Police Station
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Date: Sunday 11th of November 2024

Police representations to the application for a new Premises Licence for 'Martin's News, 217, Cricklewood Broadway, Cricklewood. NW2 3HS'

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 Phil Graves
Licensing Constable 3122NW**

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; and
- The protection of children from harm.

The Application

The application is for a new section 17 Premises License for an off license wishing for the sale of alcohol from 06.00 hours to 02.00 hours seven days a week.

The venue sits on Cricklewood Broadway at the junction with Ashford Road. A photo below shows the venue with residential properties above and surrounding the venue. This location falls inside the Cricklewood Broadway Cumulative Impact Zone (CIZ). CIZ's were introduced across the Borough in the worst areas suffering from street drinking, crime and ASB. The main cause of street drinking is due to off licenses selling cheap alcohol from early in the morning till late at night. As you can see from this application the venue is wanting to sell alcohol from 06.00 hours in the morning till 02.00 hours.





The application makes a brief reference to the CIZ, but thinks it's reasonable to sell alcohol twenty hours a day seven days a week in an area suffering from very high crime and ASB quite often fuelled by alcohol and street drinking. Below is a link detailing Brent Council's CIZ.

<https://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz>

As you can see from the link there is an assumption that any new off license application will be refused unless the applicant can demonstrate that their venue would not have a negative effect on the licensing objectives.

“Where an application for a new off-licence or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), 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.”

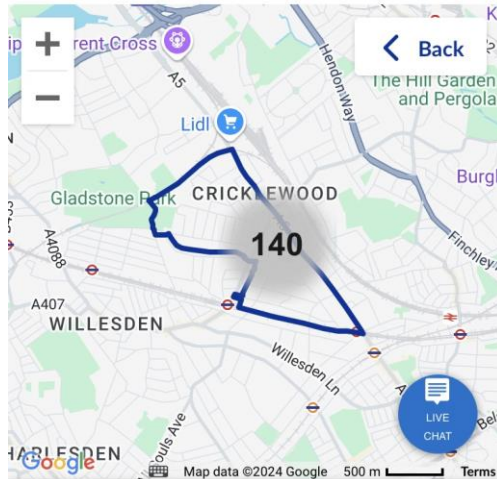
Below are two screen shots from the Met Police website for the NW2 3HS post code highlighting the crime figures for this area:-

✕ w.met.police.uk   ...


Crime type and time period title

All Crimes (140) ▼

September 2024 ▼



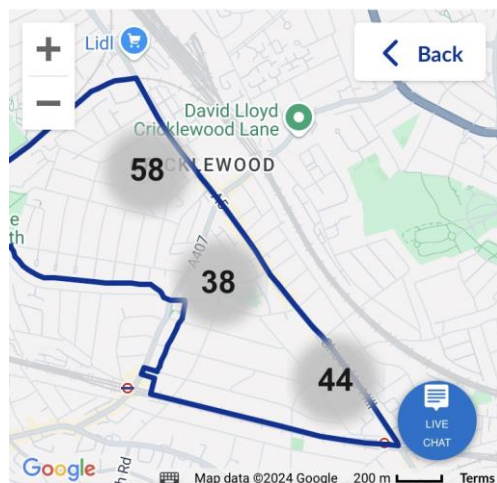
As you can see there is a total of one hundred and forty (140) crimes listed for this post code just for the month of September. The most relevant crimes are forty-four (44) for ASB which is very often caused by alcohol and street drinking, fourteen (14) for public order offences, again normally fuelled by alcohol and twenty-three (23) for violent and sexual offense.

✕ w.met.police.uk   ...

Crime type and time period title

All Crimes (140) ▼

September 2024 ▼



A zoomed in picture shows the crimes along the A5 corridor (Cricklewood Broadway) where the CIZ and the venue applying for license are located. The A5 is the main corridor through the area with bus routes, shops and residential properties.

Below is a list of venues in Cricklewood Broadway with off sales of Alcohol already in existence. Due to the length of the road I have only included venues this end of the stretch. These are just the off licenses and don't include public houses or restaurants who also supply alcohol.

<u>Venue Name</u>	<u>Address</u>	<u>Hours Alcohol sold</u>
Euro Food & Wine	219 Cricklewood B/Way	08.00 to 23.00 Mon to Sat 10.00 to 22.30 Sun
Serhat Off License	141A Cricklewood B/Way	08.00 to 01.00 Mon to Thurs 08.00 to 02.00 Fri & Sat 10.00 to 01.00 Sun
Capital Foods	189 Cricklewood B/Way	24/7
Millennium Food & Wines	211 Cricklewood B/Way	07.30 to 02.00 Mon to Thurs, 07.30 to 03.00 Fri & Sat 07.30 to 02.00 Sun
Blue City Supermarket	145 Cricklewood B/Way	08.00 to 23.00
Tesco (Barnet)	214-218 Cricklewood B/Way	06.00 to 23.00 Mon to Sun
Iceland (Barnet)	154-156 Cricklewood B/Way	07.00 to 00.00 Mon to Sat 11.00 to 17.00 Sun

Summary

The borough of Brent is a challenging area with high levels of crime and ASB with the worst areas sitting in CIZ's. This application is asking to sell alcohol twenty hours a day in one of these worst areas.

The venue is not a specialist in any field and is trying to sell standard beers and wines that are already available across the Borough.

The crime figures and maps quoted above speak for themselves. High levels of ASB, public order offenses, violent and sexual crimes all quite often instigated by excessive and continual alcohol use.

The area is already saturated with off licenses with its closes competitor situated just next door at 219 Cricklewood Broadway. Adding another off license will just add more street drinkers, price wars with competitors and add crime and ASB to area already suffering from high crime figures.

Allowing this application to progress, no matter how strict a list of conditions imposed, would only add to more alcohol on the streets, more street drinking, more ASB and crime in the area.

Taking all the above information into account police oppose this application in full on the basis that all four of the licensing objectives will not be met.

Yours Sincerely,

PC Phil Graves 3122NW
NW BCU - Brent Licensing
Philip.Graves@met.police.uk