

Mr Peter Mayhew
Beyond the Blue Limited
92 Vegal Crescent
Surrey
TW20 0QF

20 January 2025

Our Ref: 33768

Dear Mr Mayhew,

Licensing Representation to the Initial Application for the Premises Licence at Fat Cat Desserts, 34 Park Parade, NW10 4JE

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

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.

The Licensing Authority require the following points to be included in the operating schedule or added as conditions on the premises licence:

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.
 2. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
 3. A CCTV camera shall be installed to cover the entrance to the premises and further cameras to cover the entire servery area and till.
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4. Sufficient competent persons should be authorised by the premises licence holder to ensure that at all times the premises is open to the public, a member of staff is available to show the Police and Brent Council Officials, when formally requested to do so, any images / footage from CCTV system with a minimum of delay.
5. Sufficient competent persons should be authorised by the premises licence holder to provide the Police with downloaded CCTV data (footage and / or images) in an appropriate recorded format disc, memory stick or data file sent electronically) when formally requested to do so. The authorised person(s) should be sufficient to enable such data to be obtained by the police within 48 hours of a formal request being made.
6. Commercial waste shall not be collected from the premises between the hours of 22.00hrs and 06.00hs on any day.
7. Deliveries related to the permissible Licensable Activities shall not take place between the hours of 22.00hrs and 09.00hrs.
8. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.
9. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity upon request.
10. An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
 - (a) Any complaint against the premises in respect of any of the licensing objectives.
 - (b) Any crime reported at the premises.
 - (c) Any faults in the CCTV system.
 - (d) Any temporary or permanent exclusion from the premises of customers

Any entries into the log shall be made within 24 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.

11. All external doors to the premises shall remain closed after 23.00hrs except for entrance and egress, to prevent noise escaping from the premises.
 12. Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00 and shall actively attempt to move them away from the premises.
 13. Notices shall be displayed at the premises asking delivery drivers to use their vehicles in a responsible manner so as not to cause a nuisance to any residents or generally outside the premises; not to leave engines running when the vehicles are parked; and not to obstruct the highway.
 14. Drivers shall not deliver to any person anywhere other than that at the residential / business address given when the order was placed. There shall be NO deliveries made to any open/public spaces.
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15. Unaccompanied children under the age of 18 years shall not be permitted on the premises after 00.00 on any day.

16. A suitable intruder alarm and panic button shall be fitted and maintained.

17. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

Reduction of Hours

The premises in question is situated along a busy road, surrounded by a mix of commercial and residential properties. This location is within an area historically impacted by high levels of anti-social behaviour (ASB) and is now classified within the cumulative impact zone as outlined in the Licensing Policy.

While the premises does not intend to supply alcohol, there are concerns regarding the potential for public nuisance. The business plan indicates that the premises will attract orders through third-party delivery platforms, which may contribute to increased foot traffic and noise in the surrounding area.

A significant concern is the lack of immediate parking availability outside the premises due to double yellow lines. As a result, delivery drivers will likely need to park in nearby residential areas, which could lead to additional congestion and disturbance to local residents, particularly in the evenings and early hours of the morning.

It is also worth noting that many late-night refreshment businesses in the area typically close between midnight and 02:00hrs, indicating that this establishment may operate during a similar timeframe. As such, the potential for noise and disruption during late-night hours is a factor that must be considered carefully in relation to local residents' well-being and the broader licensing objectives.

In summary, while the premises does not offer alcohol, the potential for public nuisance remains a concern due to delivery operations, lack of parking, and proximity to residential areas within a zone already affected by high levels of ASB. These factors should be taken into account when assessing the application.

The Licensing Authority propose the following hours:

Provision of Late Night Refreshments (changed)

Sunday to Thursday – 23:00hrs to 23:45hrs

Friday to Saturday – 23:00hrs to 01:45hrs

The Opening Hours of the Premises (changed)

Sunday to Thursday – 12:00hrs to 00:00hrs

Friday to Saturday – 12:00hrs to 02:00hrs

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm in writing that your client is willing to accept the above conditions.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Esther Chan". The signature is written in a cursive, slightly slanted style.

Esther Chan
Licensing Inspector
Regulatory Services