



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

TEL: 020 8937 5359  
EMAIL: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)  
WEB: [www.brent.gov.uk](http://www.brent.gov.uk)

Online Ref. No: 19073  
Application No: 34282  
Date: 05 March 2025

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**

**Application No: 34282**

Dear Sir/Madam,

**Applicant: Just Cravings Ltd**

**Date Received: 05 March 2025**

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by: **02 April 2025**.

Yours faithfully

Sima Naran  
Administration Officer  
Regulatory Services

**Part 1 – Premises Details**

Postal address of premises, or if none, ordinance survey map reference or description

**Just Cravings**  
**150 Willesden Lane, Kilburn, London, Brent, NW6 7TH**

Telephone Number at premises (if any):

Non domestic rateable value:

## **Part 2 – Applicant Details**

Proposed Licence Holder:  
Just Cravings Ltd

150 Willesden Lane, London, Brent, NW6 7TH  
[REDACTED]

## **Agent Details**

## **Part 3 – Operating Schedule**

When do you want the premises licence to start? 04-03-2025

If you wish the licence to be valid only for a limited period, when do you want it to end?

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

Please give a general description of the premises: Just Cravings is a dessert takeaway dedicated to offering a delicious selection of sweet treats to satisfy every craving. Our menu features a variety of handcrafted desserts made with high-quality ingredients, ranging from rich, indulgent chocolate treats to light and refreshing fruit-based delights. Customers can enjoy warm, gooey brownies, creamy cheesecakes, and classic waffles and crepes loaded with toppings, along with a selection of hot and cold beverages. Our establishment is committed to cultural diversity, creating an inclusive and welcoming space for all dessert lovers. The premises are square in size, and we are applying for a license for late-night refreshments only. No alcohol will be served on-site. We look forward to providing a safe and enjoyable environment for our customers to indulge in high-quality desserts at any time of the day or night.

### **What licensable activities do you intend to carry on from the premises?**

Section I: Provision of late night refreshment: Indoors

The times the licence authorises the carrying out of licensable activities

<b>Section I: Provision of Late Night Refreshments:Indoors</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	15:00	02:00
Tuesday	15:00	02:00
Wednesday	15:00	02:00
Thursday	15:00	02:00
Friday	15:00	02:00
Saturday	15:00	02:00
Sunday	15:00	02:00

Timing will stay the same all year round

Timing will stay the same all year round

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

**Concerns in respect of Children:** Family Friendly Shop, all children to be supervised by family.

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	15:00	02:00
Tuesday	15:00	02:00
Wednesday	15:00	02:00
Thursday	15:00	02:00
Friday	15:00	02:00
Saturday	15:00	02:00
Sunday	15:00	02:00

None

None

**a) General – all four licensing objectives (b, c, d, e):** To promote the four licensing objectives, Just Cravings will implement several key measures to ensure responsible operation. We will install high-quality CCTV and maintain an incident log to prevent crime and disorder, while also training staff in conflict resolution and monitoring customer behavior. To promote public safety, we will manage customer capacity, adhere to health and safety standards, and provide a safe environment for all. To prevent public nuisance, we will ensure customers do not loiter outside, maintain waste disposal procedures, and restrict operational hours to minimize disruption. Lastly, we will protect children from harm by enforcing a strict no alcohol policy, training staff to recognize vulnerable individuals, and creating a family-friendly environment. Regular staff training, risk assessments, and compliance reviews will be carried out to ensure continuous adherence to these objectives.

**b) The prevention of crime and disorder:** CCTV Monitoring: We will install a high-quality CCTV system covering key areas, including the entrance, serving area, and outside the premises. Recordings will be kept for at least 31 days and made available to authorities upon request. Staff Training: All staff will be trained in conflict resolution and dealing with disruptive behavior. Training will include how to refuse service to individuals behaving aggressively. Zero Tolerance Policy: We will implement a zero-tolerance approach to drugs, disorderly conduct, and anti-social behavior. Incident Log: A logbook will be maintained to record any incidents, including refusals of service and disturbances.

**c) Public safety:** Capacity Control: We will ensure that the number of customers inside the premises is managed appropriately to prevent overcrowding. Health & Safety Measures: The premises will comply with all fire safety, food hygiene, and first aid regulations. Fire extinguishers, emergency exits, and first aid kits will be readily available. Safe Customer Management: Staff will monitor customers for any signs of distress or vulnerability, particularly those who may require assistance late at night. Hygiene Standards: We will maintain a strict cleaning schedule to ensure the premises remain hygienic and safe for both customers and staff.

**d) The prevention of public nuisance:** Noise Control: We will ensure that customers do not loiter outside the premises late at night. Clear signage will encourage customers to leave quietly and respect the neighborhood. Waste Management: Regular disposal of waste will be carried out to prevent littering around the premises. Bins will be provided outside for customer use. Restricted Hours: Our late-night refreshment license will be managed in accordance with local guidelines, ensuring minimal disruption to the surrounding community.

**e) The protection of children from harm:** No Alcohol Policy: We will strictly prohibit the sale of alcohol, ensuring that our premises remain suitable for young people and families. Age-Appropriate Service: Staff will be trained to recognize vulnerable young customers and provide appropriate support. Safe Environment: Our dessert takeaway will be designed to be family-friendly, ensuring a welcoming and safe atmosphere for young customers.