

Sent: 10 March 2025 18:11

To: Business Licence <business.licence@brent.gov.uk>

Subject: Re: Concerns Regarding Late-Night Operations of Just Cravings – 150 Willesden Lane, NW6 7TH

Hi,

Yes I would like my email to be considered as a formal comment against the application, **I would also like it to be complemented with the text below which is framed in the context of the Licensing Objectives of the Licensing Act 2003**

Compromised Licensing Objectives

Beyond the potential licensing violation, this establishment is contributing to significant problems in the area, directly undermining key licensing objectives:

1. Prevention of Public Nuisance

- The shop attracts large groups of people who gather outside and surrounding residential roads (Plympton Avenue, Clarence Road, Kimberly Road) late at night, often making excessive noise, and disturbing residents.
- Littering is a persistent issue, with discarded coffee cups, carry bags, and food containers frequently found in surrounding streets.

2. Prevention of Crime and Disorder

- The shop seems to have become a meeting point for individuals engaging in questionable and potentially unlawful activities, including suspected drug dealing. I have personally observed individuals engaging in suspicious exchanges near the premises, and cars idling for long periods as people come and go.
- A number of individuals park outside and in surrounding streets sitting in their vehicles often playing music, creating a disruptive and, at times, intimidating atmosphere for residents.

3. Public Safety

- With people gathering and loitering in their cars well past midnight, the area feels increasingly unsafe.
- Litter and debris from the shop pose not just an environmental concern but also a trip hazard, especially when left strewn across pavements.

Sent: 10 March 2025 12:27

To: Business Licence <business.licence@brent.gov.uk>

Subject: Concerns Regarding Late-Night Operations of Just Cravings – 150 Willesden Lane, NW6 7TH

Dear Licensing Team,

I am writing to formally raise concerns regarding the late-night operation of *Just Cravings*, a dessert shop located at 150 Willesden Lane, NW6 7TH, which is causing significant disturbance to the local neighbourhood.

While the recent planning decision (Ref: 24/0115) approved the change of use from a pharmacy to a dessert shop under Use Class E, it did not impose restrictions on operating hours despite the premises being in a residential area. As a result, the business has been operating until 2:00 AM or later, leading to ongoing and serious disruptions for local residents.

Concerns in the Context of Brent Council's Planning and Licensing Policies

1. Public Nuisance & Noise Pollution

Brent Council's licensing and planning policies aim to prevent public nuisance, particularly for businesses operating late at night. For months now, this establishment has been attracting large groups of customers who loiter outside, often making noise that disrupts residents' ability to sleep. As per Brent's Environmental Health policies, businesses must ensure their operations do not negatively impact residential amenity.

2. Community Impact & Safety Concerns

The business's late-night foot traffic, along with customers parking in adjacent residential roads, leaving their engines and lights on, and playing loud music while consuming their desserts, has contributed to increased littering, anti-social behaviour, excessive noise, and a growing sense of insecurity in the area. This contradicts Brent Council's objective of fostering a balanced night-time economy without negatively impacting residential communities.

3. Potential Breach of Planning Conditions

While the Decision Notice (Ref: 24/0115) did not impose specific trading hour restrictions, it remains unclear whether previous planning applications for this address contained conditions limiting late-night trading. I kindly request that you review the planning history to determine whether the current operations are in breach of any prior conditions.

Moreover, it is unclear why a dessert shop requires operating hours extending until 2:00 AM, particularly in a residential area. Such late-night activity is more commonly associated with businesses catering to nightlife rather than a café-style establishment, raising concerns about whether its intended use aligns with Brent Council's planning objectives for balanced neighborhood development.

4. Licensing Compliance Review

- Under the *Licensing Act 2003*, businesses serving hot food or drinks between 11:00 PM and 5:00 AM require a **Late Night Refreshment Licence**. While *Just Cravings* primarily serves cold food, it also serves hot coffee and tea, and its extended hours and the disturbances it generates warrant a review under Brent's licensing objectives.
- Additionally, as customers regularly consume food outside the premises, the business may require a **Street Trading Licence**, which Brent Council typically restricts to 11:00 PM.

Request for Review & Action

Given these concerns, I respectfully request that Brent Council:

- Review the premises' planning history to determine if any past permissions imposed operating hour restrictions.
- Assess whether the business's late-night operations require additional licensing, such as a **Late Night Refreshment Licence** or **Street Trading Licence**.
- Monitor the business's compliance with noise and public nuisance regulations to determine whether further conditions should be imposed to mitigate ongoing disruption.

I appreciate your time and consideration in addressing this matter and request that this information be shared with other relevant departments within Brent Council.

I look forward to your response.

Best wishes,