

15-03-2025

Dear Licensing Team, I am writing on behalf of local residents regarding the premises license application (No. 34282) for Just Cravings, located at 150 Willesden Lane, NW6 7TH. We wish to formally object to this application for a late-night license due to ongoing disturbances and violations of licensing regulations. For over five months—possibly longer—this establishment has been operating beyond 2:00 AM, despite not having a license for such hours. This raises serious concerns regarding regulatory enforcement. If the premises do not currently have permission to operate late at night, we urge the council to take immediate action to prevent further breaches. We invite you to visit the location any day at 2:00 AM to verify this matter firsthand. Since the shop has been operating beyond permitted hours, residents have experienced significant disruptions, including: Increased waste and littering in the area. Anti-social behavior, including groups gathering on neighboring roads engaging in drug use (including nitrous oxide) and leaving behind debris. Frequent disturbances due to loud altercations and reckless driving in and out of local car parks. Traffic congestion, with customers parking along Willesden Lane, causing obstructions and preventing buses from stopping at designated bus stops, particularly after 9:00 PM. Given the ongoing issues already affecting the community, all local residents strongly object to this application. The situation has already made daily life unbearable, and granting official permission for these extended hours will only worsen the problems. We urge Brent Council to: Enforce the current licensing regulations if the premises are indeed operating unlawfully. Consider residents' concerns when reviewing this application and reject any extension of operating hours. Consult with affected residents from [REDACTED] before making a decision. We trust that the council will act in the best interests of the community and enforce the necessary regulations. Please confirm receipt of this objection and inform us of any further steps in this matter.