

Premises Supporters

Support 1

Just cravings has become a cherished destination for those who crave high-quality, delicious treats late at night. The shop has filled a unique gap in the market by offering a safe and welcoming environment for individuals, families, and friends who wish to enjoy their favourite desserts beyond regular business hours.

Support 2

I support just craving

Support 3

I am writing to express my strong support for JustCravings' application to extend its operating hours until 2 AM. This business is a vital social hub, a boost to the local economy, and an example of the success of Black-owned enterprises in our community. JustCravings provides a much-needed venue where people can socialise in a safe and welcoming environment. Extending its hours would allow it to continue fostering community connections while contributing to the local economy. At a time when many businesses are struggling, we should be supporting those that are thriving; not unfairly restricting them. I have reviewed the objections to this application, and the primary concern appears to be littering. While this is, of course, an issue that must be addressed, it is not a reason to deny a business the opportunity to flourish. There are practical solutions to tackle littering, such as increased bin provisions and enforcement of waste disposal rules, which should be explored rather than using it as an excuse to block a business that adds value to the area. Furthermore, I cannot ignore the racist undertones in some of the objections. Claims that JustCravings' customers are smoking cannabis or consuming codeine are baseless stereotypes, unfairly painting a thriving Black-owned business and its patrons in a negative light. These types of accusations appear to be part of a smear campaign rather than genuine concerns about public safety. If there were any actual evidence of wrongdoing, it should be dealt with through the proper legal channels, rather than being used as an excuse to deny a licence extension. Approving this extension would send a clear message that our community supports entrepreneurship, values diversity, and welcomes economic growth. JustCravings has the potential to put our area on the map, attracting visitors and further investment. It deserves our full backing. I urge you to grant this extension and support fairness, business success, and community spirit.

Support 4

Dear Licensing Committee, I am writing to express my strong support for Just Cravings' application to extend its operating hours until 2 AM. As a small business, Just Cravings plays a vital role in our local economy, providing employment opportunities, contributing to the community, and offering a legitimate late-night food option for residents and visitors. It is deeply concerning that instead of working collaboratively with Just Cravings to address community concerns, some residents are calling for restrictive measures that could harm a local business. Shutting down or restricting businesses is not the answer to addressing antisocial behavior, especially when the issues raised do not stem from the business itself but rather from external individuals who misuse public spaces. Key Considerations Supporting Just Cravings: 1. Small Businesses Deserve Fair Treatment • The Licensing Act 2003 encourages a balanced approach to licensing that supports business growth while

addressing public concerns. Just Cravings is a legally operating business that has the right to apply for extended hours, and any objections should be resolved through engagement and reasonable conditions, not outright opposition.

2. Economic and Social Contribution • Small businesses like Just Cravings provide employment, contribute to the local economy, and enhance the social fabric of the area. Curtailing its business hours would unfairly punish law-abiding entrepreneurs rather than addressing the root causes of antisocial behavior.

3. Misattributed Blame and Unfair Scrutiny • The concerns raised regarding antisocial behavior—such as loitering, drug use, and disorder—are issues of public order and policing, not the responsibility of a food establishment. These issues existed before Just Cravings opened and would continue even if it were forced to close earlier.

• Local law enforcement should be addressing these problems directly, rather than penalizing a business that serves legitimate customers.

4. Constructive Solutions Over Punishment • If there are concerns about disturbances, the appropriate course of action is to implement reasonable licensing conditions (e.g., requiring CCTV, ensuring adequate waste disposal, or engaging in community discussions).

• Businesses should be given the opportunity to work with authorities and residents to implement practical solutions, rather than being unfairly targeted.

A Fair and Balanced Approach I urge the Licensing Committee to consider the broader economic and social impact of restricting Just Cravings' hours. This decision should be based on evidence and fairness, not complaints that conflate broader public order issues with the legitimate operation of a business. Instead of restricting this business, I encourage the council to explore positive, collaborative measures that allow Just Cravings to continue contributing to the community while addressing any concerns constructively.

Sincerely,

Support 5

Just Cravings is a local business that positively impacts the community with lovely customer service and amazing desserts.

Support 6

I am writing to express my support for Just Cravings' application for a late-night refreshment license. As a local resident, I strongly believe that this dessert takeaway will enhance the community by offering a safe, family-friendly space for people to enjoy high-quality desserts at any time of day or night. Just Cravings has shown a commitment to providing a welcoming, inclusive environment for all customers. Their focus on offering a variety of delicious and handcrafted desserts means they provide a valuable service to the local area, especially in the evenings, where many other options for late-night refreshments are limited. There are concerns about antisocial behavior, but it's important to note that Just Cravings has no intention of creating a disruptive environment. The business is committed to being a peaceful and enjoyable place where people can relax and enjoy sweet treats. It's also essential to acknowledge that there are no plans to serve alcohol or play loud music, which could be factors contributing to noise or disturbances in the area. In fact, the late-night refreshment license will likely have a calming effect, offering an alternative to other more disruptive late-night activities in the area. Just Cravings has proven to be a responsible business, and with the appropriate conditions in place, it has the potential to become a positive, safe gathering place for local residents, without contributing to crime or disorder. I hope the council takes these factors into account and grants the late-night refreshment license to Just Cravings, helping to foster a more vibrant, supportive community environment.

Support 7

It's great for the area, and I'm happy to see the craving for obtaining a license. They've done so much for the community, bringing life back into the area and creating job opportunities for many. However, it's the council's responsibility to keep the streets clean, not just focus on just cravings.

Support 8

Just cravings is the safest place for me to go to and get my deserts within the community. I don't see any fights or anyone doing horrible things. I come there often and the owner is well respect and goes out his ways to pick up any rubbish. Respected enough that no one dares to start any issues. He cares well for the community and there is no reason to close this down

Support 9

Just Cravings is here to unify the community and i am in awe that people seem to put the blame of antisocial behaviour that happens solely on them as they post regular reminders to respect the neighbours and community around the shop and on social media platforms.

Support 10

Since Just Cravings opened up, they have truly made a positive impact on both the community and myself. Since Just Cravings opened up, they have truly made a positive impact on both the community and myself. They've hosted events that bring people together, fostering a sense of belonging and connection among residents. Personally, I've enjoyed their delicious desserts and the warm atmosphere they've created, making it a go to spot for both food and community engagement. On top of that, their lovely customer service always makes every visit a pleasure, as the staff are friendly and genuinely care about making everyone feel welcome.

Support 11

The business just cravings has opened its doors to the community and have crated a safe environment especially in the holy month of Ramadan.Futhermore in my own case it has given me the opportunity to connect more with people as I am a extremely introverted person .The desserts I cannot describe how beautiful it tastes and the luxurious refreshments as I bond with the new brothers I meet.I enjoy coming to the establishments whether it be a hard day at work or a calm day at home.

Support 12

Just Cravings has been a huge support for me, helping to lift my spirits and ease my depression. The welcoming environment and the positive energy from their team have made a real difference in my mental well-being. I understand that concerns have been raised about littering, but Just Cravings has taken reasonable steps to address this issue. They have provided bins, put up signs reminding customers not to litter, and encouraged responsible behavior. However, a business can only do so much ultimately, it's up to individuals to dispose of their waste properly. As for the other allegations, it's important to be fair in recognizing that Just Cravings cannot control what happens in public spaces beyond their premises. If there are ongoing issues in the neighborhood, this should be a broader discussion involving the community, local authorities, and law enforcement rather than unfairly blaming a single business. Just Cravings has been a positive space for many, and I

think it's important to acknowledge the good they bring as well. They have shown a willingness to engage with the community and address concerns, and I believe a constructive dialogue is the best way forward rather than placing all the blame on one establishment

Support 13

Just Craving is more than just a dessert shop—it's a place where the community comes together to enjoy delicious treats and create lasting memories. Whether you're sharing a decadent dessert with friends or family, the warm and inviting atmosphere makes every visit special. The lovely owner and friendly staff go above and beyond to make everyone feel welcome, providing not just a great experience but a personal touch that sets it apart from larger chains. This dessert shop has truly brought a wonderful vibe to the community, becoming a beloved spot for locals to gather, relax, and indulge in sweet moments. Supporting Just Craving means supporting the heart of the community and helping a local business continue to thrive

Support 14

The concerns raised are completely understandable but not relevant to the hours of this small business. Just cravings have nothing to do with what happens outside of their shop. The long hours are great for us who don't make it back home till after midnight. It's not fair that the business has to face consequences for things they have nothing to do with despite constantly reminding their customers to be responsible and respectful of the community.

Support 15

I get that people are concerned about antisocial behavior, but blocking Just Cravings from getting a night license isn't the solution. Blaming one business for problems that happen in the area, whether they're open or not, just doesn't make sense. If there are issues with noise, litter, or disturbances, those are things that should be addressed by the police and council not by restricting a business that's operating legally and contributing to the community. Just Cravings has already shown they're trying to be responsible by putting up signs reminding customers to keep noise down. Instead of fighting against them, wouldn't it make more sense to work with them to ensure everything runs smoothly? A later closing time doesn't automatically mean more trouble if anything, a well-run, legitimate business open at night can actually help make the area safer by providing a controlled environment instead of leaving the streets empty. At the end of the day, we should be supporting local businesses, not making it harder for them to grow. If the real concern is public safety, then let's push for better policing, improved lighting, and community engagement things that will actually make a difference. Just Cravings isn't the problem here, and stopping them from getting a night license won't fix the real issues.

Support 16

I have been to visit just cravings a number of times with my child. I have always felt that it was a safe place to take my child. Never have I come across any type of anti social behaviour in the area. If there is antisocial behaviour in the area I do not think it is fair to penalise a business that so happens to be in that area also. I can't help but to feel that there may be discrimination towards the owners of the shop. The owner is a young black male who has done really well for himself and has no association with any behaviour happening in the area but for some reason there seems to be people who want to connect any bad

behaviour with him. I have seen the signs and the messages put on social media by the business urging any customers to please use bins provided, keep voice levels to a minimum in order to respect the neighbours.

Support 17

As a repeat customer at just cravings I don't see how we can blame them about the nuisance being caused on public streets and public areas where the shop has no control and power over, because as a customer I have never seen or come in to contact or seen any of these accusations being committed. It's also unfair to blame a small business for the wrong doing of people on main roads and streets because inside or at just cravings issues like these never occur which shows that it's not the business that's causing the issue.

Support 18

These are young business owners who are trying to show better examples in the community and everyone comes to enjoy their deserts with no harm or issues ever caused. Any points mentioned is a uk issue that is in every part of area in terms of drugs and it is truly unfair to point at one business. Been a customer since opened

Support 19

Just Cravings is a small business where myself and younger family members gather after school to enjoy desserts in a safe and welcoming environment. They support the community and operate fully within the law. It's disheartening to see them being unfairly stereotyped and accused of something they have no involvement in. They are simply a dessert shop, not a place for anything else.

Support 20

Such a nice business with polite and pleasant service.

Support 21

As a loyal customer of Just Cravings, I strongly support extending the business hours during Ramadan. Many of us look forward to gathering with family and friends after Iftar, and late hours would allow us to enjoy a meal together at a convenient time. Staying open late would also help satisfy late-night cravings and support Ramadan traditions. This thoughtful gesture would show Just Cravings' commitment to the community and enhance the customer experience during this special time.

Support 22

I support Just Cravings as a small business operating legally and serving the community well.

Support 23

Just Cravings is a great addition to the neighbourhood. I live locally and never seen or heard anything other than positivity for them. As a small, independent business they should be allowed to trade for longer hours to serve the community and create jobs.

Support 24

Hi, Its a great place to have a late night dessert place, have been here few times main reason its clean and friendly staff. Have notice they ain't open late nights which is unfortunate but will be great they don't serve alcohol thanks

Support 25

I come here regularly from Birmingham and never miss out on this place. It is well kept and maintained and the staff and workers are very welcoming.

Support 26

I come from Birmingham just to visit this establishment. While everywhere is closed, I can always find it open. It is very clean and the staff is very friendly..

Support 27

Favourite late night food place , it's always clean and quiet never had an issue and staff are very welcoming and nice

Support 28

No objections

Support 29

What just cravings has done for the community already and what they could do in the future is incredible. Bringing people for all over together and keeping them off the streets. I fully support them and their goals and ambitions

Support 30

Just Cravings should remain open until late without restrictions, as it caters to night owls and those seeking a sweet treat after dinner, thereby enhancing the local nightlife and providing a safe and welcoming environment. The shop fosters positive social interactions among friends and families, creating a cozy space for gatherings that contributes to community spirit and keeps the streets lively during nighttime hours. Moreover, Just Cravings plays a vital role in the community by offering a unique selection of treats that bring joy to people of all ages. It serves as a welcoming space where connections are made, enriching the neighbourhood's vibrancy. Imposing restrictions on Just Cravings would result in the loss of a beloved local establishment that supports local suppliers and contributes to the economy. The shop actively encourages responsible behaviour by promoting cleanliness and has put up signs urging patrons not to litter outside its premises. However, it is important to note that Just Cravings cannot be held responsible for the actions of individuals outside of its control. If issues related to antisocial behaviour or drug use arise, it is imperative that the police address these matters to ensure community safety and well-being. The responsibility for maintaining public order lies with law enforcement, and it is unjust to blame Just Cravings for the actions of individuals in the vicinity. The focus should be on tackling the root causes of these issues rather than penalising businesses that contribute positively to the community.

Support 31

The employees at Just Cravings are always so nice and sweet, making our visits even more enjoyable. They create a welcoming atmosphere that adds to the charm of the place. I truly believe that Just Cravings brings joy to our community and provides a wonderful experience

for families like ours. Thank you for considering my perspective, and I hope you see the value that this establishment brings to our neighborhood. Sincerely,

Support 32

Just Cravings is a truly remarkable business that continuously delights its customers with an array of delectable treats and exceptional service. The team at Just Cravings pours their heart into creating exquisite culinary experiences, ensuring that each customer leaves with a smile. Their commitment to quality and innovation shines through in every product they offer, making them a beloved part of the community. Whether you're in for a quick snack or a gourmet experience, Just Cravings never fails to impress with its delightful offerings and welcoming atmosphere. Keep up the fantastic work, Just Cravings – you're a gem in the world of gastronomy!

Support 33

I am writing in support for just cravings as it provides a hub for the public to visit and enjoy themselves while having dessert. I object the notion that business promotes the increase of crime in the area rather reflects the surrounding district/area. Rather than being blamed for antisocial behaviour around the restaurant there is a great opportunity to work with this organisation to allow and provide a hub to decrease crime and disorder with the aid of the managers. This is a great opportunity to work together to tackle crime in a beneficial way. The company should not be denied re licensing as I deem this extremely unfair.

Support 34

I support Brent giving Just cravings their license to operate. The license Builds a Stronger Community – Supporting small businesses fosters a sense of community, bringing people together and encouraging collaboration among residents.