

Just Cravings Ltd  
150 Willesden Lane  
London  
NW6 7TH

24 March 2025

Our Ref: 34282

Dear Sir/Madam,

**Licensing Representation to the Initial Application for the Premises Licence at Just Cravings,  
150 Willesden Lane, NW6 7TH**

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 server 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 06.00hrs on any day.

7. A notice asking Customers to leave quietly from the premises shall be displayed by the exit/entrance.

8. 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.

9. 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.

10. All external doors to the premises shall remain closed after 23.00hrs except for entrance and egress, to prevent noise escaping from the premises.

11. Staff shall actively discourage patrons from congregating around the outside of the premises after 23.00hrs and shall actively attempt to move them away from the premises.

12. 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.

13. 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.

14. Unaccompanied children under the age of 18 years shall not be permitted on the premises after 00.00 on any day.

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

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16. 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 Licensing Authority propose the following hours to allow preparation time for final orders:

**Provision of Late Night Refreshments (changed)**

Monday to Sunday - 23:00hrs – 01:45hrs

**The Opening Hours of the Premises (No change)**

Monday to Sunday – 15:00hrs – 02:00hrs

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

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Esther Chan', with a circular flourish at the beginning.

Esther Chan  
Licensing Inspector  
Regulatory Services

