

**Sent:** 25 March 2025 23:13

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

**Subject:** Objection to Application 34282 - Just Cravings

To whom it may concern,

I am writing to formally object to the application by Just Cravings (application number 34282) to amend their opening hours to 3:00 PM - 2:00 AM from 4 March 2025. My objection is based on the licensing objectives, particularly the Prevention of Crime and Disorder and Prevention of Public Nuisance.

Despite their application seeking approval from 4 March 2025, the premises have already been operating these hours since at least 17 January 2025 and have these hours printed on their door and publicised on their social media platform.

There has been a noticeable increase in anti-social behaviour in our area, directly linked to the shop's late-night operation. Several incidents of group fights and disorderly conduct have occurred outside the premises, contributing to a sense of unease and danger for locals.

Additionally, the noise disturbance from customers and vehicles has significantly disrupted the peace of [REDACTED] as well as the surrounding roads (particularly Kimberley Road and Willesden Lane). Cars idling and frequently park inconsiderately, often blocking roads and driveways, with engines revving, car alarms repeatedly going off late into the night. We have witnessed delivery mopeds driving up and down Willesden Lane on the footpath and upon returning home late on Friday night, I was unable to turn onto Clarence Road due to a car blocking the middle of the road. On weekdays large groups (well over a dozen) of customers loiter outside the shop and on our road, talking loudly and causing disturbances past midnight, making it extremely difficult for residents to sleep.

A late-night business in a predominantly residential area inevitably attracts a different clientele than during daytime hours. While alcohol is not a factor in this case, the shop's extended hours have led to an increase in groups of young people, primarily boys and men, gathering outside. Many linger for long periods, often engaging in disruptive behaviour, including playing loud music, shouting, and, in many cases, smoking cannabis and dealing drugs out in the open. This creates an intimidating atmosphere for

residents, particularly families and older individuals, who feel uneasy walking past or dealing with the disturbances. The presence of these groups late at night contributes to the overall sense of disorder in the neighbourhood.

There has also been a significant increase in litter in the area since the shop began operating late at night. Food packaging, napkins, and drink containers are frequently discarded on the pavement and in residents' front gardens. For a brief period, the shop provided extra bins, presumably in response to a complaint, but this was short-lived. It makes the area look unsightly but also attracts pests and creates an ongoing nuisance for residents who are left to deal with the mess. It's become a regular morning routine for me having to clean up what's been dumped in and around my garden.

The late-night operation of a cake shop is neither necessary nor appropriate in a residential area, especially when it is contributing to crime and disorder and causing a public nuisance. Prior to this establishment being open late, we had not experienced any of the issues listed in this objection and we have been residents on this street for many years. Approving this application would only legitimise the current disruption and encourage further anti-social behaviour which would be detrimental to the local area.

I urge the Licensing Authority to reject this application for operating late night hours in a residential area (as opposed to a high road/street with multiple establishments open late) and take enforcement action to ensure the premises comply with reasonable trading hours (until 11 pm) that respect the rights and well-being of local residents.

Yours Sincerely