

Application for Late-Night Refreshment Licence
Business: Just Cravings LTD
Address: 150 Willesden Lane, London, NW6 7TH

Dear Linda,

We are writing to support our application for a late-night refreshment licence, seeking to extend our service hours for hot food and drinks from 23:00 to 02:00.

Just Cravings is a small, Black Muslim family-owned business that has become an integral part of the local community. From the beginning, we have operated with a strong commitment to creating a safe, inclusive and respectful space that welcomes everyone. We place the highest value on the safety of our neighbours, the cleanliness of our surroundings and the wellbeing of our local area.

Our Community Commitment

We are more than just a dessert shop; we are a hub for community connection and support. Over the past year we have proudly partnered with and supported:

Kilburn Islamic Centre (KIC)
Christ Church Primary School
Islamia Primary School
Onside Projects

Our regular contributions include:

- Fundraising for local causes
- Participation in community events
- Donations and raffle prizes for school and charity initiatives.

We are also proud employers of local talent, offering job opportunities to young people and contributing positively to the local economy.

Addressing Resident Concerns

We acknowledge that there have been some concerns raised by residents. The shop's target audience is primarily a younger demographic, largely influenced by its strong presence on social media platforms. This demographic is often subject to unfair and stereotypical assumptions—such as being irresponsible or disruptive—which do not accurately reflect most individuals engaging with the business.

The younger audience attracted to the shop are law-abiding, socially conscious and supportive of local enterprise. The shop's popularity among this group stems from its branding, community engagement and digital outreach—not from any encouragement of antisocial behaviour. It is important that decisions regarding licensing are based on evidence and not on generalisations about age groups.

We have taken all feedback seriously and in response have:

- Installed signage reminding customers to dispose of litter properly and to keep noise levels down.
- Provided additional labelled 'Just Cravings' bins outside the premises to minimise rubbish on the street.
- Maintained a visible staff presence during peak hours, particularly during Ramadan.
- Engaged directly and respectfully with residents who have voiced concerns.
- Used our social media channels to promote respectful behaviour and community care.
- Put up a sign on the front of the shop asking customers to use the bins provided and to also keep the noise down

False Allegations and Hostile Incidents

We understand that some concerns have been raised by residents and we do not take this lightly. However, we feel it is important to clarify:

- Many of the complaints appear to originate from a single individual, who has since influenced others in the area.
- Serious allegations made against our business including drug use, antisocial behaviour and public nuisance are entirely unfounded and unsupported by evidence.
- Since early 2025, we have also experienced incidents that we believe may be motivated by bias related to the background of our staff and customers.

We must express the distress and concern caused by several hostile and discriminatory incidents directed at our staff and premises. These include:

- A foul-smelling liquid in one of our being poured through our letterbox by a resident one early morning.
- A resident and her partner entering our shop causing alarm and distress. Going to further verbally abuse staff and customers, making unfounded and defamatory claims, including that we are operating as a front for illegal activity.

These attacks have been deeply upsetting, particularly for our young staff many of whom are local residents working hard to earn a living.

It's important to note:

There are no police reports or formal complaints supporting these allegations.

The Metropolitan Police have withdrawn their representation against our application after confirming that all recommended safety measures have been met, many of which were already in place before their involvement.

Our Values and Vision

At Just Cravings, we:

- Welcome all members of the community, regardless of background.
- Take pride in maintaining a safe, clean and inclusive environment.
- Operate as a business for the people, by the people.
- Remain open to feedback, transparent in our operations, and proactive in responding to community concerns.

We strongly believe that extending our hours will allow us to continue serving our community in a responsible and beneficial way especially during key times like Ramadan and late evenings, when a safe and inclusive space is most needed.

Final Remarks

We respectfully ask the licensing committee to consider our application based on facts, evidence and the clear, positive contribution we have made to the area. It would be profoundly disappointing for our request to be denied due to discriminatory, unverified claims.

As a business committed to supporting and strengthening our local community. We believe our actions to date reflect a genuine dedication to addressing concerns raised by residents and our community. We are open to creating a community forum or communication channel for residents and businesses on Willesden Lane to share updates, raise concerns and work together to maintain a safe and supportive neighbourhood.

Please find attached all supporting documentation and evidence demonstrating our commitment to safety, community engagement, and responsible business practice.

Thank you for your time and consideration.

Kind regards,
Mustafa Ahmed

Managing Director
Just Cravings LTD
150 Willesden Lane
London, NW6 7TH

