

The Licensing Officer
London Borough of Brent
Brent Civic Centre
Engineers Way
Wembley
HA9 7FJ

13/06/2025
Ref: 35154
LA Ref: 01/QK/355/25/1187NW

Police Representations to the Temporary Event Notices for

Neasden Car Park, Neasden Lane, NW10

I certify that I have considered the notices shown above and I wish to make representations that the use of the premises for the temporary event would undermine the crime prevention initiative, for the reasons indicated below.

Officer:	Brendon MC INNES
NW BCU	Brent Licensing

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorized for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

A Temporary Event Notices have been given under section 100 Licensing Act 2003 by

<i>Mr Dudley SHIRLEY for sales of alcohol and provision of regulated entertainment on 06/08/2025 from 12:00hrs to 22.00hrs</i>

Police are formally making representations to the notice under section 104 Licensing Act 2003. The Police objection is primarily concerned with the prevention of crime and disorder, public safety and Public Nuisance licensing objectives.

Police received an application for a Temporary Event Notice on the 04/06/2025. The applicant has applied for the sale of alcohol and provision of regulated entertainment to be held in Neasden Town Centre Car Park, Neasden Lane NW10.

Neasden Lane falls within the Cumulative Impact Zone (CIZ). CIZ's were created by Brent Council to combat the crime, ASB and street drinking in the worst parts of the Borough. Neasden Lane already has a huge problem around street drinking which results in ASB and crime and disorder.

The applicant has described the event as a **Local Community Give Back Event - Primarily celebrating and sharing Jamaican culture on Jamaican Independence Day.**

Police are more than happy to support local community events however Police believe that should this event go ahead, given its location and the problems already imbedded, this will only create a hub for the above mentioned problems to gain momentum. Street drinkers will gather near to the car park to take advantage of the free music and party atmosphere. When the event is over these street drinkers will still linger in the area continuing to drink.

This will also cause a public nuisance to local residents as well as members of the public that regularly visit Neasden Lane to do their shopping.

Police asked the applicant the following question:

Where will the customers that regularly use the car park be able to park if you are using the car park?

Applicants Response:

The car park comprises 38 spaces, which are typically most fully utilised during weekends. For the duration of the proposed event, we have identified alternative parking options in the vicinity of the shopping centre that provide ample parking and can accommodate displaced vehicles. These include:

1. Birse Crescent NW10
2. A combination of bays and general parking along Neasden Lane NW10 (approx. 42+ spaces)
3. Carnfield Avenue NW2
4. Chartley Avenue NW2
5. Ashcombe Park NW2

This will add to more congestion on Neasden Lane due to the carpark not being available and residents parking spaces being taken by those that would have used the car park.

Below are the crime statistics and Crime Map for the month of April 2025. As shown below there were 220 crimes that were reported in Neasden for the month of April 2025.

The top reported crimes were:

- 61 – Violence and Sexual offences.
- 36 – Anti-Social Behaviour.
- 26 – Vehicle Crime.
- 16 – Drugs.



Crimes and priorities

Crime map

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



About this crime map

This map uses data from local forces.
The hotspots give only a loose idea of where crime is most common.
The hotspots are not intended to be used as a guide to where crime is most common.
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Top reported crimes

Most commonly reported crimes during Apr 2025

Violence and sexual offences	61
Anti-social behaviour	36
Vehicle crime	26
Drugs	16

[Crime prevention](#)

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Anti-social behaviour is the second most reported in Neasden with Violence and Sexual Offences being the most reported. Majority of this is fuelled by alcohol. As we get more into the summer months and the weather conditions being warmer this will create ideal conditions to drink especially in open spaces and there is no doubt that these figures will only increase.

This event will only add to the already existing problem in the area. Creating a street party atmosphere with no doubt continuing into the early hours of the morning, not necessarily by the applicant but by those that will linger after the event. Police strongly oppose to this event going ahead as it will undermine three of the four licensing objectives.

1. Prevention of Crime and Disorder.
2. Public Safety
3. Public Nuisance.

Police object to this notice. The licensing objectives will be undermined if allowed to go ahead.

Yours sincerely,

PC Brendon MCINNES 1187NW

Licensing Constable

Brent Licensing Team