

**From:** Akram, Councillor Ajmal <Cllr.Ajmal.Akram@brent.gov.uk>

**Sent:** 31 July 2025 14:05

**To:** Business Licence <business.licence@brent.gov.uk>; Afzal, Councillor Ihtesham <Cllr.Ihtesham.Afzal@brent.gov.uk>; Moeen, Councillor Ishma <Cllr.Ishma.Moeen@brent.gov.uk>; [REDACTED]  
[REDACTED]

**Cc:** [REDACTED]  
[REDACTED]

**Subject:** Re: New Premises Licence Application - 35660 - Wembley Hill

Hi All,

I am writing to formally object to the proposed alcohol license for the premises in question for the following reasons -

Prevention of crime and disorder - Public safety- Prevention of public nuisance.

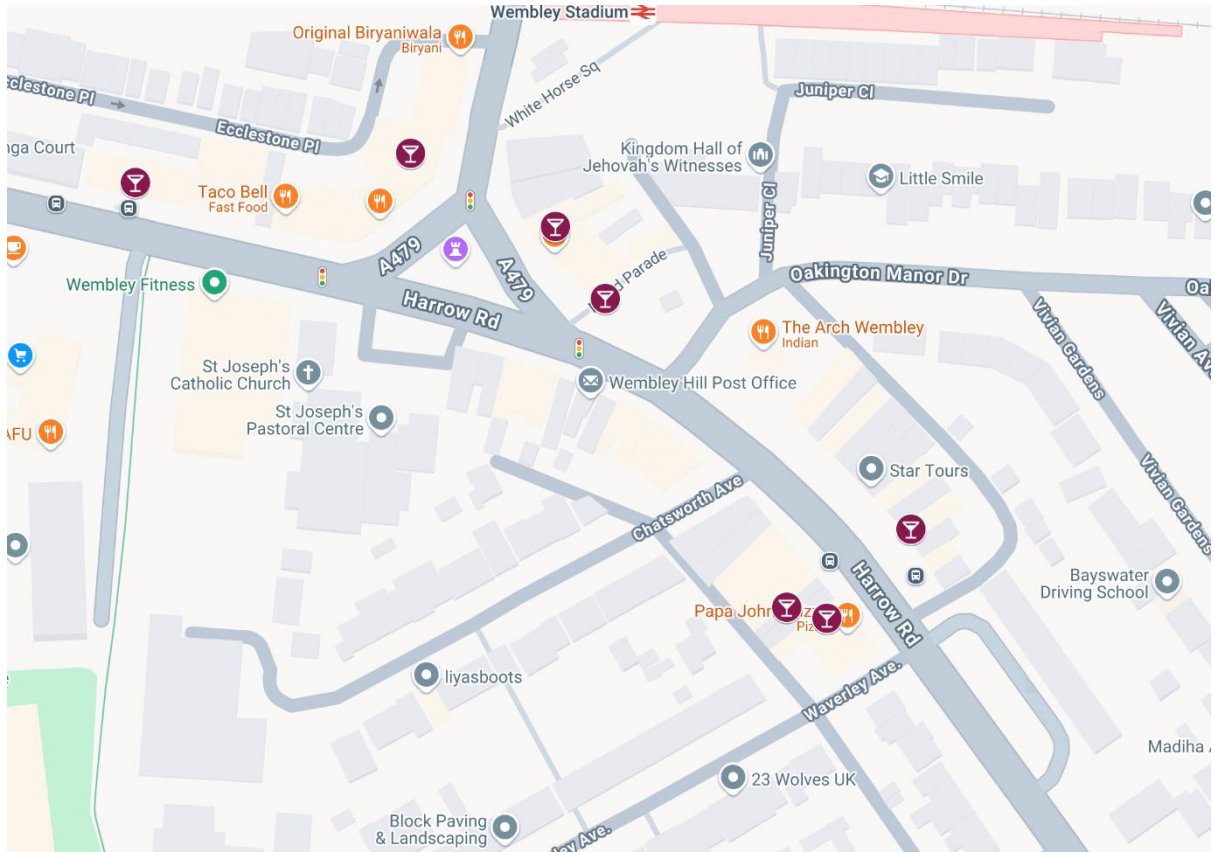
**Reasons for Objection:**

1. **Increase in Anti-Social Behaviour (ASB) and Street Drinking:** There has been a noticeable rise in ASB and street drinking in the area, which is already a significant concern for local residents.

The attached images provide evidence of the ongoing issues, particularly around Chatsworth and Waverley, where complaints are regularly raised.

2. **Saturation of Licensed Premises:** Within a 100 metre radius of the proposed site, there are already approximately seven shops selling alcohol, adding another license in such close proximity would only exacerbate the existing problems and contribute to the oversaturation of alcohol availability in the area. A map is attached to illustrate the density of licensed premises nearby.
3. **Extended Operating Hours:** The proposed closing time of 02:00 is far beyond the standard for most off licenses in the area, which typically cease alcohol sales by 23:00, extending trading hours to 2am is likely to lead to increased noise and disruption during late-night hours, further impacting residents quality of life.
4. **Concerns Regarding the Nature of the Business:** The shop in question has only recently opened and is already selling Pan and other items that are raising concerns in the community, the growing prevalence of Pan related litter and associated issues is already noticeable, the addition of an alcohol license would likely worsen the situation.

For these reasons, I strongly urge that this application be reconsidered in the interest of community safety and wellbeing.



	name
1	1 Neeld Parade
2	306 Harrow Rd
3	4 Neeld Parade
4	Inthirans Food & Wine
5	299-303 Harrow Rd
6	11 Wembley Hill Rd
7	297 Harrow Rd

Kind Regards,

Cllr Ajmal Akram

Labour Councillor for Wembley Hill

London Borough of Brent

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