From: Vagarwal, Rhea
Sent: 20 February 2026 12:27
To: Mustafa Ahmed
Cc: Business Licence; Legister, Linda; Esther, Chan
Subject: RE: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Dear Mustafa,

Thank you for the clarification.

Please discard my withdrawal of the representation dated 13 February 2026.

A Licensing Sub-Committee hearing will be scheduled in due course.

I must reiterate any variation application received in the future cannot be guaranteed to be granted as it will be subject to a statutory consultation.

Kind regards

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Mustafa Ahmed
Sent: 20 February 2026 12:15
To: Vagarwal, Rhea
Cc: Business Licence ; Legister, Linda ; Esther, Chan
Subject: Re: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Good Afternoon,

I don't believe my previous response was fully understood. To clarify, I was only prepared to accept the offer made on 13th February on the condition that the restriction would be removed after the month of Ramadan, provided no complaints were received.

As this is not the case, I would like the matter to be referred to the committee, as you suggested.

Kind Regards,

Mustafa Ahmed

JUST CRAVINGS
CRAVE. INDULGE. REPEAT!

From: Vagarwal, Rhea
Sent: Friday, February 20, 2026 11:33 am
To: Mustafa Ahmed
Cc: Business Licence; Legister, Linda; Esther, Chan
Subject: RE: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Dear Mustafa,

Thank you for your comments.

As agreed, Condition 19 will be replaced to read as follows:

"No customers shall be allowed into the venue or collect any products from the venue from 00.00 hours (midnight): Sunday- Thursday. Any orders from 00.00hrs (midnight) to 01.45am on Sunday-Thursday shall be by delivery service only. This condition would not apply for the period of Ramadan."

I now wish to withdraw the Licensing Authority's representation dated 13 February 2026.

Please be advised whilst we welcome a further variation application, it will be subject to another consultation period in which representations can be made.

Kind regards

Rhea Vagarwal
Licensing Enforcement Officer
Regulatory Services

From: Mustafa Ahmed
Sent: 16 February 2026 17:52
To: Vagarwal, Rhea
Cc: Business Licence; Legister, Linda; Esther, Chan; Molloy, Councillor Anthony
Subject: Re: CONSULT: Variation - Just Cravings, 150 Willesden Lane, NW6 7TH - 37127

Good Morning,

Firstly, thank you for allowing the condition to be lifted for the month of Ramadan in recognition of the altered trading patterns and customer demand during this period.

I note the statement in your email that:

"No substantive evidence has been provided to demonstrate the problems which led to the original imposition of the condition have been addressed, or that the licensing objectives would be upheld if the condition were removed."

However, I would respectfully like to highlight the following.

From the date the premises licence was granted in April 2025, there have been no restrictions on Fridays and Saturdays, and we have been permitted to trade later on those days. During this entire period, there have been no complaints or reported issues in relation to noise, anti-social behaviour, or public nuisance. This demonstrates that we have been able to manage later trading responsibly and effectively.

In addition, during the consultation period for this variation application, there were no objections or complaints made against our application. This further supports that we have put appropriate measures in place and that the premises is operating in a manner consistent with the licensing objectives.

It has now been approximately 10 months since the licence was granted, during which time there have been no relevant complaints. I believe this provides clear evidence that the concerns which led to the original imposition of the condition have been addressed through responsible management and effective operational controls.

I fully understand that there were historic concerns raised at the time of the original application, and I remain committed to upholding the licensing objectives at all times.

With this in mind, I am willing to accept the Licensing Authority's proposal for Ramadan on the basis that Ramadan is treated as a structured trial period. If the premises operates throughout Ramadan without complaint or incident, I would respectfully request that we formally revisit the position after Ramadan with a view to lifting the restriction permanently. I believe this is a fair compromise, particularly as the current condition is affecting the business dramatically.

I look forward to your response.

Kind Regards,

Mustafa Ahmed
MANAGING DIRECTOR

JUST CRAVINGS
CRAVE. INDULGE. REPEAT!