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TERRITORIAL POLICING

**Aarav Sales Ltd
Akshar Food & Wine
Trader, Unit 15, 87 Ealing Road
Wembley.
HA9 4BD**

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

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Your Ref: 37314

Our ref: 01QK/084/26/3122NW

Date: Saturday 28th of February 2026.

Police representations to the application for a new Premises Licence for 'Akshar Food & Wine, Trader, Unit 11, 87 Ealing Road, Wembley HA0 4BD'

Police certify that we have considered the application shown above and wish to make representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

**Officer: PC Phil Graves
Licensing Constable 3122NW**

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

The application has been made for a new premises licence under section 17 of the Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

- The prevention of crime and disorder.
 - Public safety.
- The prevention of public nuisance; and
- The protection of children from harm.

The Application

This is the second application for this venue in the last month due to the first application having the wrong address / unit number. As detailed in this application the venue is part of 'Wembley Trader' which is a multi-occupancy retail outlet containing various food outlets and one licensed bar / pub on the first floor.

Having viewed the current license (number 27900) this shows that the venue Trader already has a premises license allowing the off sales of alcohol from 10.00 to past 23.00 hours. The licensable activities requested in this application are from 09.00 to 23.00 hours for off sales of alcohol. The licensing agent acting on behalf of this application explains that she is aware of the existing premises license and that DC Mart (existing license holders) are requesting that Aarav sales obtain their own license to protect DC Mart's.

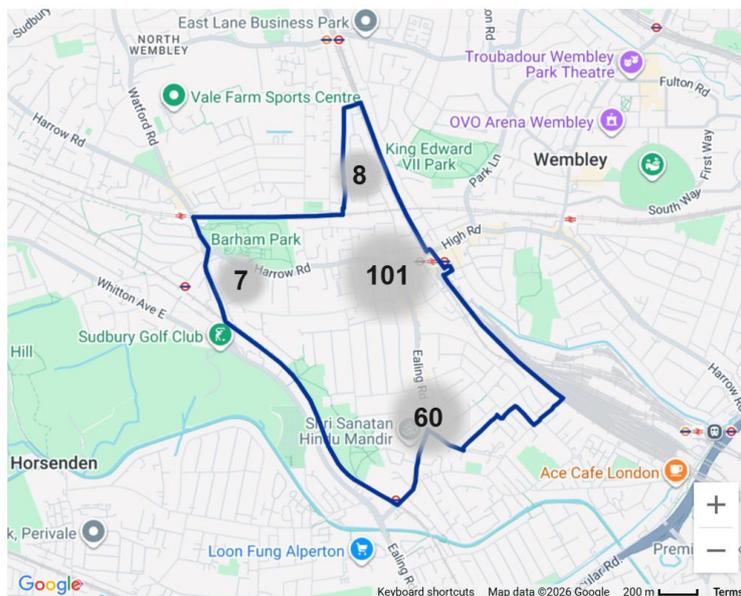
The venue also falls with the Ealing Road Cumulative Impact Zone (CIZ). Brent Council created CIZs to help combat crime, ASB, littering and street drinking in the worst parts of the borough.

Brent council's policy on CIZ's are detailed in the link below. As you can see the policy details how any new off license application or an extension in hours will be refused by the committee unless the application can show that it won't have a negative effect on the licensing objectives and it not just another 'bog standard' off license selling the same alcohol as it's competitors.

<https://www.brent.gov.uk/business/licences-and-permits/alcohol-club-and-entertainment-licences/premises-licence#ciz>

“Where an application for a new off-licence or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), the presumption is that the application will be refused unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives.”

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



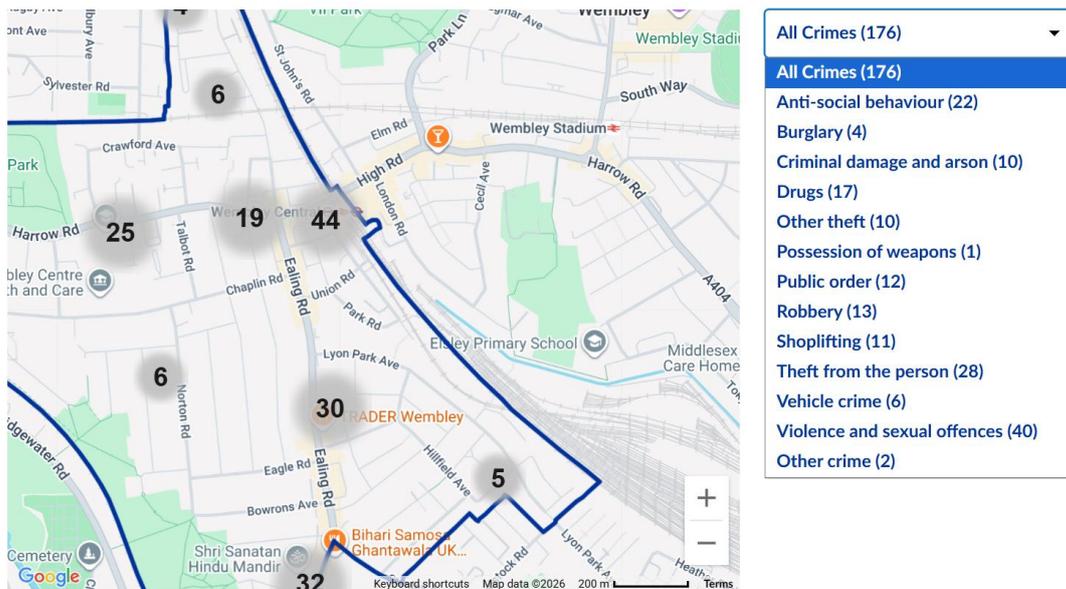
Crime type and time period title

All Crimes (176)

November 2025

176 crimes were reported here in November 2025

Violence and sexual offences	40
Theft from the person	28
Anti-social behaviour	22
All other crime	86



The above maps show the crime figures for the HA0 4BD postcode. As you can see the figures are very high showing a total of 176 crimes recorded for the month of November 2025. Zooming in on Ealing Road you can see that there is a cluster of 30 crimes over the Trader Centre Wembley.

The application refers to the already adequate off licenses in the area and proposes a standard list of conditions to uphold the licensing objectives. It is the police's opinion that there is more than enough off license along the Ealing Road and adding another in a CIZ with severely undermine the licensing objectives.

Below is a list of the immediate off license along the Ealing Road. This list does not include any other licensed venues such as restaurants and night clubs that are situated nearby.

Sidney's off License	216 Ealing Road	Off Sales	08.00 to 23.00 hrs
Best Foods	11a-13 Ealing Road	Off Sales	24/7
Ealing Newsagent	154, Ealing Road	Off Sales	09.00 to 23.00 hrs
Ganapathy Cash & Carry	34-38 Ealing Road	Off Sales	08.00 to 23.00 hrs
Wembley Off License	95, Ealing Road	Off Sales	09.00 to 23.00 hrs

Summary

The Ealing Road is one of the busiest stretches of roads on the borough. It suffers from a very high level of complaints of street drinking, anti-social behaviour, littering and crime. The existing off licenses provide more than enough alcohol to the community with no need for another.

The crime figures above illustrate just how busy and how much crime there is along the Ealing Road. The venue already has a premises license allowing the off sales of alcohol from 10.00 to 23.00 hours seven days a week. Permitting another, shadow license or otherwise would contradict the entire reason for having CIZ's. The application makes no reference to any specialised theme in its proposed alcohol sales, leaving the assumption that any alcohol sold would be your normal alcohol that is already available in numerous other licensed venues.

Taking all the above points into account and the council's own policy on CIZ's, the police oppose this application in full regardless of what conditions could be added to the license as all four of the licensing objectives won't be met.

Yours Sincerely,

PC Phil Graves 3122NW
NW BCU - Brent Licensing
Philip.Graves@met.police.uk