

Sent: 27 April 2026 09:03

To: Business Licence <business.licence@brent.gov.uk>

Subject: Re: Application 37953 New Off Licence Newsfare 33 Craven Park Rd

Dear Business Licensing

Please consider this as my representation against Application 37953 New Off Licence Newsfare 33 Craven Park Rd

The premises is located within a Cumulative Impact Zone (CIZ) as designated by the London Borough of Brent. The Council itself has recognised, through its licensing policy, that this locality already experiences a concentration of alcohol-related harm, including crime, disorder, public nuisance and street drinking. Within such zones, there should be a strong presumption against the grant of new licences unless an applicant can demonstrably show that their proposal will not add to cumulative impact.

In this case, there is substantial evidence that granting a new off-licence would exacerbate existing problems, rather than mitigate them. Craven Park Road and its immediate surroundings are already well documented as an area suffering from persistent street drinking and alcohol-related anti-social behaviour. These issues have a tangible impact on residents' sense of safety and the day-to-day use of the public realm.

Police representations submitted in relation to a previous application on site are particularly concerning. In 2023 the Police referred to 154 recorded crimes within a six-month period, alongside a very high volume of calls for service in the area. This level of policing demand strongly reinforces the Council's rationale for designating the area as a CIZ. Extending alcohol availability through an additional off-licence risks further entrenching the very problems the policy is intended to address.

The proposed extended trading hours, combined with long hours for the sale of alcohol, are especially worrying in this context. Experience in this locality suggests that longer alcohol availability directly correlates with prolonged periods of street drinking, increased nuisance behaviour, and additional pressure on already stretched policing resources.

I am also concerned that approving another off-licence in such a saturated market may drive price competition between premises, making alcohol cheaper and more readily accessible. This would be actively counterproductive. Brent Council has previously acknowledged the role that pricing can play in influencing harmful consumption and has given itself powers to consider controls such as minimum pricing. However, those powers have not been meaningfully used in this locality. In the absence of such measures, introducing another retailer selling alcohol risks undermining the Council's

own strategic objectives for reducing harm.

Taken together, the CIZ designation, clear evidence of existing street drinking, police crime data, and the risk of price competition all point decisively against the grant of this licence. I do not consider that the application demonstrates how it would avoid adding to cumulative impact or uphold the licensing objectives in practice.

For these reasons, I urge the Licensing Sub-Committee to refuse this application. At the very least, the Committee should be extremely cautious about further alcohol availability in this area and consider whether stronger policy tools, including pricing interventions, should be deployed before any additional licences are contemplated.

Kind regards