



Cambridge City Council

**Licensing Hearing Panel (Licensing 2003 Act)
Sub Committee**

Date: Monday, 22 December 2025

Time: 10.00 am

Venue: Council Chamber, The Guildhall, Market Square, Cambridge, CB2 3QJ [access the building via Peashill entrance]

Contact: democratic.services@cambridge.gov.uk, tel:01223 457000

Agenda

- 1 Appointment of a Chair
- 2 Declarations of Interest
- 3 Meeting Procedure
- 4 Consideration of an Application for a Premises to be
Granted - Neluxa Sparkle, 103 Cherry Hinton Road,
Cambridge, CB1 7BS

(Pages 7 - 102)

Licensing Hearing Panel (Licensing 2003 Act) Sub Committee
Members: Bick, Divkovic and McPherson

Emergency Evacuation Procedure

In the event of the fire alarm sounding all persons should vacate the building by way of the nearest escape route and proceed directly to the assembly point in front St Mary's Church. The duty Officer will assume overall control during any evacuation, however in the unlikely event the duty Officer is unavailable, this responsibility will be assumed by the Committee Chair.

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- Website: <http://democracy.cambridge.gov.uk>
- Email: democratic.services@cambridge.gov.uk
- Phone: 01223 457000

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If you wish to speak at this meeting, you must complete an LAR1 form which will be sent to you by the Licensing Department to register with Democratic Services.

Licensing Act 2003 - Licensing Sub-Committee: Hearings Procedure

Preliminary Matters

1. A chair is appointed and confirmation of chair by the Legal Advisor.
2. **The Chair** will ask if there are any declarations of interest
3. **The Chair** will commence the hearing by introducing him/herself, the other two members of the Sub-Committee and the officers present.
4. **The Chair** will ask the applicant(s)/the responsible authorities/the interested parties present, and their representatives (if applicable), to introduce themselves and identify their interest in the proceedings.

Failure of a party to attend the hearing

5. If a party has informed the licensing authority that he/she does not intend to attend or be represented at a hearing, the hearing may proceed in his/her absence.
6. If a party who has not so indicated fails to attend or be represented at a hearing, the Sub-Committee may –
 - (a) where it considers it to be necessary in the public interest, adjourn the hearing to a specified date, or
 - (b) hold the hearing in the party's absence.
7. Where the Sub-Committee holds the hearing in the absence of a party, the Sub-Committee will consider at the hearing the application, representations or notice made by that party.
8. **The Chair** will explain the procedure to be followed at the hearing and will confirm whether the Sub-Committee must reach its decision at the end of the hearing or within 5 workings days of the hearing beginning with the day or the last day on which the hearing was held, depending on the application being heard.
9. **The Committee Manager of the Sub-Committee** will indicate whether any party has requested permission for any other person(s) (other than his/her representative) to appear at the hearing to assist the Sub-Committee in relation to the application, representations or notice of the party making the request. The Sub-Committee will decide whether to grant permission to allow any other person(s) to appear at the hearing on behalf of the party; such permission will not be unreasonably withheld.
10. **The Committee Manager to the Sub-Committee** will ask whether any party is seeking to introduce any document(s) or other information not previously disclosed to all the other parties to the hearing and the licensing authority. If all the other parties consent, the previously undisclosed document(s) or other information can be produced by a party in support of their application, representations or notice (as

applicable).

11. The hearing will take the form of a discussion led by the Chair of the Sub-Committee. Cross-examination will not be permitted unless the Sub-Committee considers that cross-examination is required to consider the representations, application or notice as the case may require.
12. The Sub-Committee will consider any requests to permit cross-examination on a case-by-case basis. When permission is given to one party, it will also normally be extended to all other parties.
13. The Sub-Committee will decide the equal maximum period of time that each party will have to present their case.

The Hearing

14. The Licensing Officer will present the report to the Sub-Committee.
15. Members may ask any relevant questions of the Licensing Officer.
16. The applicant or applicants representatives may ask any points of clarification to the Licensing Officer.
17. Any other interested parties may ask any points of clarification to the Licensing Officer.
18. The applicant, or the party who has initiated the hearing, will present their case first.
19. The applicant / party shall be entitled to:
 - give further information in support of their application, representations or notice (as applicable) in response to a specific request by the licensing authority prior to the hearing;
 - question any other party (if permission has been given by the Sub-Committee);
 - address the Sub-Committee.
20. Members may ask any relevant questions of the applicant or party.
21. The Licensing Officer may ask any points of clarification to the applicant or party .
22. Any other interested parties may ask any points of clarification to the applicant or party.
23. If the Police are a party to the hearing, they will present their case. The Police have the rights listed in paragraph 17 (a) – (c) above.
24. If any other “responsible authority” are a party to the hearing, they will present their case in turn after the Police and have the rights listed in paragraph 17 (a) – (c) above.
25. Any other interested parties will then present their case in turn and have the rights listed in paragraph 17 (a) – (c) above.
26. Members of the Sub-Committee may ask questions of the/each party or any other person permitted to appear at the hearing in support of the party.
27. **The Chair** will invite the Licensing Officer and any other interested

parties making representations, to briefly summarise their points if they wish.

28. **The Chair** will then invite the applicant, or the party who has initiated the hearing, to briefly summarise their points

29. **The Chair** will ask the applicant, or the party who has initiated the hearing, the Licensing Officer and all interested parties making representations, that they are satisfied that they have said all they wish to.

The Decision

30. In considering any representations or notice made by a party, the Sub-Committee may take into account documentary or other information produced by a party in support of their application, representations or notice (as applicable) either before the hearing or, with the consent of all the other parties, at the hearing.

31. In reaching its decision, the Sub-Committee will disregard any information given by a party, or any person who has been permitted to appear at the hearing, which is not relevant to –

(a) a- The application, representations or notice (as applicable) or in the case of another person, the application, representations or notice of the party requesting their appearance, and

(b) b - The promotion of the licensing objectives or, in relation to a hearing to consider a notice given by the Police, the crime prevention objective.

32. The Sub-Committee may consider its decision in private and may move into private session where it considers that the public interest in so doing outweighs the public interest in that part of the hearing taking place in public. If the Sub-Committee do move into private session, then all the parties and their representatives, any other person permitted to appear at the hearing, officers, the public and the press will be asked to leave the room whilst the decision is made.

33. The subcommittee will complete the record of decision and shall be signed by all subcommittee members

34. The subcommittee may choose not to make the decision on the day, but the decision must be made within 5 working days beginning with the day or the last day on which the hearing was held and published.

35. If the decision is made on the day The Chair will tell those present at the meeting the decision taken by the Sub-Committee and the reasons for the decision.

36. Once signed by subcommittee the Committee Manager will send to the Licensing Officer to issue to the applicant copying in the Legal Advisor and Committee Manager.

37. The Committee Manager will publish the decision.

38. The Licensing Officer will amend the licence if necessary and issue the license to the applicant.
39. **There is a right of appeal for any decision which must be made within 21 days of the decision being sent to the relevant parties.**

Agenda Item: 4



CONSIDERATION OF AN APPLICATION FOR A PREMISES LICENCE TO BE GRANTED

**NELUXA SPARKLES, 103 CHERRY HINTON ROAD, CAMBRIDGE, CB1
7BS**

To: Licensing Sub-Committee:

Report by: Wangari Njiiri

Environmental Health and Licensing Support Team Leader

Tel: 01223 458533

E-mail: Wangari.njiiri@cambridge.gov.uk

Wards affected: Coleridge

INTRODUCTION

- 1.1 An application under section 17 of the Licensing Act 2003 to apply for a Premises Licence for the sale by retail of alcohol with respect to Neluxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1 7BS has been received by Neluxa Sparkles Ltd. The sole director of Neluxa Sparkles Ltd is Mrs Priyamwatha Mariflo. The application was served on Cambridge City Council (the Licensing Authority) on 4 November 2025. A copy of the application was also served on each responsible authority. The application and plan are attached to the report as Appendix 1 and Appendix 1a respectively.

- 1.2 The applicant is seeking to provide the sale of alcohol only (for consumption off the premises only) from Monday to Sunday between the hours of 09:00 and 23:00.
- 1.3 In accordance with the regulations of the Act, the application was advertised on the premises and in Cambridge News on 14 November 2025 to invite representations from responsible authorities and other persons. The last date for submitting representations was 2 December 2025.
- 1.4 Representations were received from 3 Responsible Authorities and 1 'Other Person'. The representation from the 'Other Person' is attached to the report at Appendix 2. The representation from Cambridge Constabulary is attached to the report at Appendix 3. The representation and supplementary evidence from Trading Standards is attached to the report at Appendix 4 and 4a. The representation from Cambridge City Council acting as the Licensing Authority is attached to the report at Appendix 5.
- 1.5 No other representations were received from Responsible Authorities but Environmental Health agreed conditions with the applicant and these are attached to the report as Appendix 6.
- 1.6 The application needs to be determined.

2. RECOMMENDATION

- 2.1 That Members determine the application on its individual merits having reference to the statutory licensing objectives and Cambridge City Council's Statement of Licensing Policy.

3. BACKGROUND

- 3.1 The proposed premises is not located within a Cumulative Impact Area (CIA).
- 3.2 The premises previously operated as Veritas Wines from September 2005 and became Luxa Sparkles in 2007. Mrs. Priyamwatha Mariflo held the premises licence and acted as the Designated Premises Supervisor (DPS) until 4 April 2024, when the licence was transferred to Akshayam Limited and the DPS role was assumed by Luxa Shiny

Mariflo.

- 3.3 A history of any complaints associated with the premise, has been detailed on the Licensing Authorities representation, which can be found in Appendix 5.
- 3.4 In February 2024, the premises licence was subject to review following an application under Section 51 of the Licensing Act 2003, submitted by Home Office Immigration Enforcement. The review was prompted by concerns that the licence holder had failed to uphold the licensing objective of Prevention of Crime and Disorder, as an illegal worker was identified on the premises.
- 3.5 Subsequent to the Home Office review application, a licence transfer and DPS variation were submitted on 4 April 2024 and 18 April 2024 respectively. At this stage, the licence for Luxa Sparkles was transferred to Akshayam Limited, with Luxa Shiny Mariflo appointed as DPS.
- 3.6 The review was considered by the Licensing Sub-Committee on 22 April 2024. The Committee resolved to maintain the licence as granted, with a recommendation that the Licensing Authority conduct an inspection within six months of the decision. Record of Decision can be found as Appendix 7 of the report.
- 3.7 On 2 September 2024, Trading Standards submitted a further licence review application under the licensing objective Protection of Children from Harm. This followed a test purchase exercise in which alcohol was sold to a 16 year old volunteer. This represented the third instance within a 24 month period where the premises sold age restricted products to individuals under 18.
- 3.8 On 23 September 2024, applications were received to transfer the premises licence to Mr. Nadarajah Sasikumar, appoint him as DPS, and rename the premises Premier Cambridge Convenience Store. The application was to take immediate effect.
- 3.9 A Licensing Sub-Committee hearing was held on 21 October 2024. The Committee determined to suspend the premises licence for three months from the date of the decision. It also recommended that the Licensing Authority provide support and conduct an inspection six months after the suspension period ends. Record of decision can be found as Appendix 8 of report.

- 3.10 Subsequently, on 25 October 2024, applications were received to transfer the premises licence to Pradeepan Jeyachandran and to make him the Designated Premises Supervisor.
- 3.11 On 19 February 2025, applications were received to transfer the Premises licence to Kirubakaran Mahendran and to make him the Designated Premises Supervisor.
- 3.12 The Premises licence was surrendered on 20 October 2025. Surrendered licence can be found as Appendix 9 of this report.
- 3.13 In carrying out its licensing functions, the Licensing Authority must have regard to its Statement of Licensing Policy, the Cumulative Impact Assessment and additionally the statutory guidance issued under Section 182 of the Licensing Act 2003. The relevant sections from the Council's Statement of Licensing Policy are:
- Objectives, section 2
 - Fundamental principles, section 4
 - Cumulative Impact, section 5
 - Licensing Hours, section 6
 - Licence Conditions, section 8

4. CONSULTATIONS

- 4.1 The Licensing Act 2003 requires applications made under section 17 of the Act to be served on the Responsible Authorities and also advertised on the premises and in a local newspaper circulating within the vicinity of the premises. During the consultation period, Responsible Authorities and Other Persons (any individual, body or business entitled to make representations to licensing authorities) may make a representation in respect of the application.
- 4.2 Statutory consultation has therefore taken place with Responsible Authorities and interested parties in accordance with the procedures set out in the Licensing Act 2003 and associated regulations made under the Act.

5. OPTIONS

- 5.1 Whilst having reference to the information provided by the applicant, the information raised in the representations and also Cambridge City Council's Statement of Licensing Policy and Cumulative Impact Assessment, the Sub-Committee's decision must be made with a view to promoting one or more of the four licensing objectives, namely:
- (a) the prevention of crime and disorder;
 - (b) public safety;
 - (c) the prevention of public nuisance; and
 - (d) the protection of children from harm.
- 5.2 Members should take such steps that they consider are necessary for the promotion of the licensing objectives. The Sub-Committee may resolve:
- (a) to grant the licence subject to the mandatory conditions and those conditions offered by the applicant which may be modified to such extent as the authority considers necessary for the promotion of the licensing objectives;
 - (b) to exclude from the scope of the licence any of the licensable activities to which the application relates;
 - (c) to refuse to specify a person in the licence as the premises supervisor;
 - (d) to reject the application.
- 5.3 Members must give reasons for their decision.

6. CONCLUSIONS

- 6.1 The Licensing Authority has a duty under the Licensing Act 2003 to promote the Licensing Objectives. Each objective has equal importance. In carrying out its licensing functions, the Licensing Authority must also have regard to its Statement of Licensing Policy, the Cumulative Impact Assessment and the Statutory Guidance under the Licensing Act 2003, and it is bound by the Human Rights Act 1998. The Council must also fulfill its obligations under Section 17 of the Crime and Disorder Act 1998 to do all that it reasonably can to prevent crime and disorder in Cambridge.

7. IMPLICATIONS

(a) Financial Implications

Cambridge City Council (the Licensing Authority) has a statutory duty to determine applications made under the Licensing Act 2003. The application fees associated with such applications are set by Central Government and are intended to cover the cost of administering the licensing regime.

There are no specific financial implications associated with this report.

(b) Staffing Implications

There are no staffing implications associated with this report.

(c) Equal Opportunities Implications

No Equality Impact Assessment has been conducted as the only consideration in reaching a decision is whether the granting of the application will undermine the statutory licensing objectives.

(d) Environmental Implications

Any environmental implications that need to be considered must specifically relate to the promotion of the statutory licensing objectives and will be contained in the representations made by the responsible authorities or interested parties.

(e) Community Safety

Cambridge Constabulary, Cambridgeshire Fire & Rescue Service, Cambridge City Council's Environmental Health Team, Cambridge City Council's Planning Service, Cambridgeshire County Council's Child Protection & Review Unit, Cambridgeshire County Council's Trading Standards Department and the Public Health Director were consulted as part of the application process and could have made representation if it was considered that the granting of the application would undermine one or more of the statutory licensing objectives.

Those making representations would have raised any relevant community safety implications.

8. BACKGROUND PAPERS: The following are the background papers that were used in the preparation of this report:

- [Licensing Act 2003](#)
- [The Licensing Act 2003 \(Premises licences and club premises certificates\) Regulations 2005](#)
- [Guidance issued under section 182 of the Licensing Act 2003](#)
- [Cambridge City Council's Statement of Licensing Policy](#)
- [Cambridge City Council's Cumulative Impact Assessment](#)

Appendix 1 – Application Form

Appendix 1a – Plan

Appendix 2 – Other persons Representations

Appendix 3 – Cambridgeshire Constabulary representation

Appendix 4 – Trading Standards representation

Appendix 4a - Trading Standards representation supplementary evidence

Appendix 5 – Local Authority representation

Appendix 6 – Agreed conditions with Environmental Health

Appendix 7 – Record of Decision from 22nd April 2024

Appendix 8 – Record of Decision from 21st October 2024

Appendix 9 - Part A of Surrendered licence

To inspect these documents either view the above hyperlinks or contact the Commercial & Licensing Team at taxi@cambridge.gov.uk.

The author and contact officer for queries on the report is Wangari.njiiri@cambridge.gov.uk

Date originated: 9 December 2025

Last updated: 9 December 2025

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Online Application Details

General Details					
Licence Type		Premises Licence			
Application Type		Premises licence - new			
Fees		Type	Detail	Fee Multiplier	
		Rateable Value	Band B £4,301 to £33,000	x1	£190.00
		Capacity	0 to 4,999	x1	£0.00
Total Fee(s)		£190.00			
Location to be Licenced		103 Cherry Hinton Road Cambridge Cambridgeshire CB1 7BS			
Trading Name		Neluxa Sparkles			
I am the		Agent			
Agent Details		Ms Jane Gilliead Emag Licensing Services [REDACTED]			
Proposed Licence Holder Details		Neluxa Sparkles Ltd [REDACTED]			
Additional Proposed Licence Holder(s)					
Additional Contacts					
Licence Type Additional Data Setting					
Please confirm you have read the notes above on demonstrating entitlement to work in the UK		Yes			
Proposed licence holder right to work share code					
Proposed licence holder nationality					
Additional proposed licence holder right to work share code					
Additional proposed licence holder nationality					
Premises telephone number		[REDACTED]			
Non-domestic rateable value of premises (£)		13750			

In what capacity are you applying for the premises licence?	**A limited company / limited liability partnership**
Confirm the following	I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
When do you want the premises licence to start?	
If you wish the licence to be valid only for a limited period, when do you want it to end?	
Please confirm you have read the notes above on regulated entertainment	Yes
Proposed DPS date of birth	██████████
Proposed DPS place of birth	██████
Proposed DPS nationality	██████
Please confirm you have read and understood the above declaration	Yes
Full name	Jane Gilliead
I am the	An agent acting on behalf of the [proposed] licence holder
Premise Alcohol Licence	
Premises description	convenience store and off licence
Premises capacity	
Will you be providing plays?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing films?	No
Monday start	
Monday end	

Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing indoor sporting events?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing boxing or wrestling entertainment?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	

Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing live music?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing recorded music?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	

Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing performance of dance?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing anything similar to live music, recorded music or performances of dance?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Description	

Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be providing late night refreshment?	No
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	
Sunday start	
Sunday end	
Licence location	
Further details	
Seasonal variations	
Non-standard times	
Will you be selling or supplying alcohol?	Yes
Monday start	09:00
Monday end	23:00
Tuesday start	09:00
Tuesday end	23:00
Wednesday start	09:00
Wednesday end	23:00
Thursday start	09:00
Thursday end	23:00
Friday start	09:00
Friday end	23:00
Saturday start	09:00
Saturday end	23:00
Sunday start	09:00
Sunday end	23:00
Licence location	For consumption off the premises
Seasonal variations	none
Non-standard times	none
Concerns in respect of children	n/a

Opening hours - Monday start	09:00
Opening hours - Monday end	23:00
Opening hours - Tuesday start	09:00
Opening hours - Tuesday end	23:00
Opening hours - Wednesday start	09:00
Opening hours - Wednesday end	23:00
Opening hours - Thursday start	09:00
Opening hours - Thursday end	23:00
Opening hours - Friday start	09:00
Opening hours - Friday end	23:00
Opening hours - Saturday start	09:00
Opening hours - Saturday end	23:00
Opening hours - Sunday start	09:00
Opening hours - Sunday end	23:00
Opening hours - Seasonal variations	none
Opening hours - Non-standard times	none
a) General - all four licensing objectives (b,c,d,e)	All staff engaged in the sale of alcohol to be trained in responsible alcohol retailing to the minimum standard of BIIAB level 1 or equivalent (which includes relevant in-house training), within three weeks of commencing employment at the premises. All staff to be given refresher training every quarter. Fully auditable training records should be maintained for all staff in respect of the sale of alcohol. These will be made available for inspection upon request to the Police and all other Responsible Authorities.
b) The prevention of crime and disorder	The premises licence holder shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Police. All entry and exit points will be covered, as will areas where licensable activities are happening, including the till points, enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 30 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of the police or an authorised officer throughout the preceding 30 day period. A staff member from the premises who is conversant with the operation of the CCTV system shall always be on the premises when the premises are open to the public. This staff member shall be able to show police recent data or footage with the absolute minimum of delay when requested and be able to download relevant footage onto a disc or memory stick.
c) Public safety	The business will maintain a refusals book to record all instances where the sale of alcohol has been refused. This shall include the date and time of the attempted sale, together with a description of the incident. The

	refusals book will be made available to the Licensing Authority and/or Responsible Authorities upon request. The external area of the premises will be kept tidy, all litter will be swept up at the end of the day.
d) The protection of public nuisance	Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and to leave the premises and the area quietly.
e) The protection of children from harm	A Challenge 25 policy must be implemented whereby all customers who appear to be under 25 must produce photographic identification in the form of a passport, driving licence or proof of age scheme (PASS) approved identification before alcohol can be supplied or sold to them. All staff will be instructed, through training, that alcohol cannot be supplied or sold unless this evidence is produced. The premises licence holder shall ensure that notices shall be prominently displayed in the premises to advise patrons and staff that a u2018Challenge 25u2019 scheme operates in the premises.
Personal Alcohol Licence Holder	
Personal Alcohol Licence	
Full name	
Contact	
Address	
Personal licence number	
Issuing licensing authority	
Please confirm that these details are for the proposed designated premises supervisor	
Start Date	
End Date	
Licence Activity	
Licence activity type	
Area	
Licence Location	
Monday start	
Monday end	
Tuesday start	
Tuesday end	
Wednesday start	
Wednesday end	
Thursday start	
Thursday end	
Friday start	
Friday end	
Saturday start	
Saturday end	

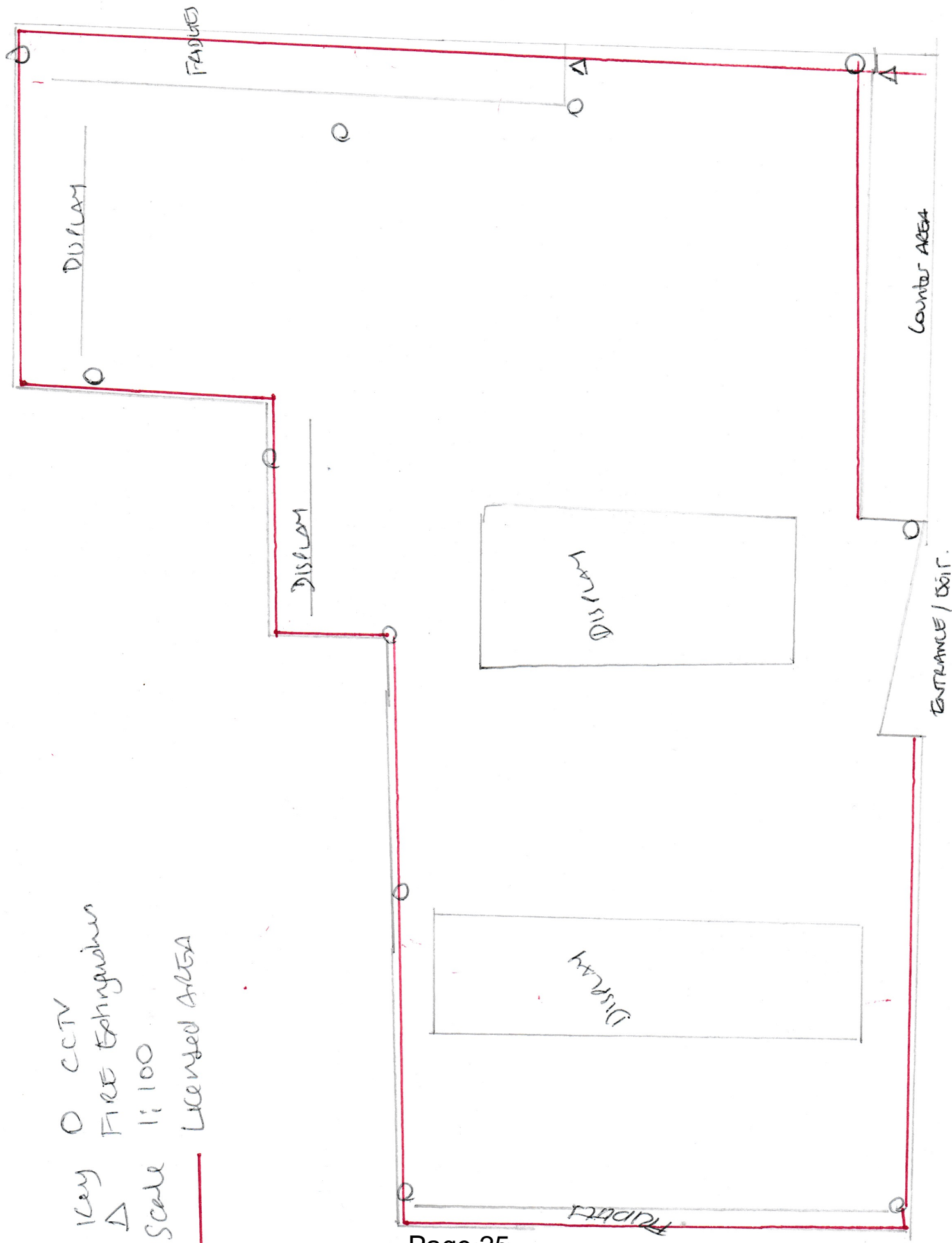
Sunday start	
Sunday end	
Further details	
Seasonal variations	
Non Standard Time	

Customer Comments:

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LUXSHINI 103 CHERRY HINTON RD.

Key
O CCTV
Δ Fire Extinguisher
Scale 1:100
— Licensed Area



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‘Other persons’ Representations

From: Charles Knight [REDACTED]
Sent: 13 November 2025 20:15
To: licensing (CCity) <licensing@cambridge.gov.uk>
Cc: [REDACTED]
Subject: Information of general use & objections to alcohol sales licensing all at 103, CB1 7BS

Dear Cambridge Alcohol Licensing Team,

RE: 103 Cherry Hinton Road, Cambridge CB1 7BS

My domestic home address is in the northern-western most corner of the edge of Queen Edith's Ward a few side roads away from Cherry Hinton Road at the Cherry Hinton Road end near to Marque and Cambridge Leisure locality.

This e-mail despite mentioning current information, fact and reputation and reference to historical memorable fact and commonly known local knowledge solely relates to the business premises now known today, 13 November 2025 as "Shop Simply" and historically as both Sparkles and or as Luxor all at 103 Cherry Hinton Road solely.

Local knowledge currently tells me that the business premises known now as Shop Simply (opposite the mouth of Rock Road) on Cherry Hinton Road recently had their alcohol license suspended or stopped.

I object to the premises under ANY business name, both past, present and future from being granted any license to sell alcoholic beverages permanently.

The reasons for objection as points of information due to local certain knowledge and witnessing myself.

- The premises was once a respectable Wine Merchants albeit 20 years and more ago. The wine merchants are both historical and never caused any problems nor breaches of law or license to the best of my knowledge and belief.

- At least 18 years ago the issues I feel it essential to make you aware of began:

In 2008 I had my own 28th birthday, so personally I was never and am not guilty of purchasing alcohol under age from this premises nor indeed anywhere else worldwide.

However I have lived in Queen Edith's since September 2001 aged 20 and it has always been commonly known to all of any age from when I first moved to the area that:

Sparkles was where the teenagers all went to get their booze and cigarettes at whatever age.

I will elaborate that now I am 45 years old.

The shop now known as Shop Simply has always been widely known and had a reputation for underage sales of alcohol, cigarettes, vapes etc.

The Shop when known as Sparkles was guilty of underage sales frequently, mostly alcohol but also cigarettes and since their inception "vapes" too.

From or possibly before February 2008 the shop and premises at the same location as now Shop Simply was known as: "Sparkles", yet careful examination of any receipt given to customers - if ever actually given at all, suggested the business was really called Luxor....

Their reputation for extremely shady business practises was and still is common knowledge to this day.

Furthermore in the past two years at least one local Cambridge newspaper - Cambridge Independent or Cambridge Evening news and probably both - carried an article I distinctly recall that elaborated in some depth that Sparkles / Luxor having been closed down due to underage sales the new shop owner had signed a particular extra document stating they would not ever do underage sales. This extra document was required by the authorities because the new owner of Shop Simply was and is a close relative of the previous owner and license holder!

Thus, the same family have been carrying out the same shady and illegal business practices for the majority of the past two decades. All locals know this and those of any respectable standing in the community do to ever frequent nor buy from the premises, now known as Shop Simply ever. I consider myself one of those very same local people. My work in the past 24 years began as a Royal Mail postal sorter - Clifton Road Site, finishing late at night, yet never choosing to buy alcohol from that premises at all, despite being 22 years old at the time.

More recently since then, I have worked with SEND children and young adults across four counties including Cambridgeshire and am currently an Ad Hoc Medical Secretary at Cambridge University Hospitals. Furthermore I have a more personal interest in the health and well-being of two female minors, the daughters of a close female friend, and I would certainly never want those two girls to even have the temptation within a few years to buy alcohol before their eighteenth birthdays and which are still a few years away.

Thus I have reasons to object to the granting, renewal or restoration of all and any license to any person trading at the premises on the Coleridge Ward side of Cherry Hinton Road opposite Rock Road.

Simply said, and apologies for the length of this email sent solely as information:

-

Nothing has really changed in almost two decades:

the shop premises at:

Nº — Cherry Hinton Road, Cambridge.

has been notorious for many shady and illegal business practises, mostly alcohol sales to underage minors and or already intoxicated customers for the vast majority of the past 24 years to my knowledge.

I wish to categorically state that the business only and solely when a respectable wine merchant IS NOT included in this complaint nor points of information.

My points of information and thus my reasons for objecting to any alcohol license ever being granted at that address either for consumption on or especially off the premises dates from ever since the day that respectable wine merchant closed their doors for the last time and all business and people trading solely at that same address since then have been notorious for bad and shady business practices, debts to their suppliers, underage alcohol sales and underage tobacco sales and slightly more recently underage sales of vaporisers, and their paraphernalia.

I think you have the necessary points now. This email is sent to make points of information and raise objection as a member of the local community where the premises concerned is located, all this email is sent to the best of my knowledge and belief and where applicable due to memory being naught to the contrary all at the time of transmission of the email herein.

Thank you for reading.

Any reply to this electronic letter can and should be sent to either:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

OR

My current work address: marked "Private & Personal Correspondence"

Charles Knight

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Yours sincerely,

Charles Knight

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Our Ref: PC446 Licensing/Neluxa Sparkles

Licensing Officer
Cambridge City Council
4, Regent Street
Cambridge
CB2 1BY



21/11/2025

Dear Sir,

SUBJECT: Representation - Neluxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1
7BS

Please find attached Police representation relating to the Premises Licence application for the retail off-sale of alcohol. This representation has regard to licensing objectives for Prevention of Crime and Disorder, and The Protection of Children from harm under Licensing Act 2003.

Yours Sincerely,



PC 446 Clare Metcalfe
(ProQual Level 4 Certificate for Police Alcohol Licensing Officers)
Operational Planning and Licensing Officer,
Partnerships and Operational Support Department,
Cambridgeshire Constabulary,
Hinchbrook Park,
Huntingdon,
PE29 6NP.

**THE LICENSING ACT 2003
REPRESENTATION FORM FOR "RESPONSIBLE AUTHORITY"**

Please delete as applicable: **POLICE**

Your name	PC446 Clare Metcalfe
Job Title	Cambridgeshire Constabulary Licensing Officer
Postal Address (inc post code)	Partnerships and Operational Support Department, Cambridgeshire Constabulary, Hinchingsbrooke Park, Huntingdon, PE29 6NP.
Contact telephone number:	n/a
Mobile Number:	[REDACTED]
Email address:	[REDACTED]

Name of Premises you are making a representation about:	Neluxa Sparkles
Address of the premises you are making a representation about:	103 Cherry Hilton Road. Cambridge, CB1 7BS

<p>This section is about your representation/s. They must relate to one or more of the Licensing Objectives. Please detail the evidence supporting your representation, (under the relevant headings) and the reason for your representation/s. <i>It is important that you detail all matters that you wish to be considered. (Use additional sheets if necessary). Regulations provide that in considering representations the authority may take into account documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.</i></p>	
Which licensing objective(s) does your representation relate to?	Please see below
The prevention of crime and disorder	Public safety
See below	N/A
The prevention of public nuisance	Protection of children from harm
N/A	See below

Details of application

The application is for a new premises licence to permit the retail sale of alcohol at an established convenience store – 103 Cherry Hinton Road, Cambridge. Until 21st October 2025 it was a licensed premises, when it was surrendered by the previous licence holder.

The Off Supply of Hours applied for are:

	Start	End
Sunday – Saturday	09:00	23:00

The premises is located 0.3 miles away from Hills Road Sixth Form College, and 0.2 miles from Cambridge Leisure Park, both frequented by teenagers who are under the age of 18 years old.

Police object to this application under the following Licensing objectives:

- The prevention of crime and disorder
- Protection of children from harm

Application Concerns

It important to have an understanding into the history of this premises.

Date	Event
2007	The premises licence was granted, with Mrs MARIFLO being the Premises Licence Holder (PLH) and Designated Premises Supervisor (DPS).
22 nd August 2022	Underage sale of alcohol took place at Luxa Sparkles, which Mrs MARIFLO received a caution for the offence.
22 nd August 2023	Underage sale of a vape took place at the premises. Luxshinii Ltd (Mrs MARIFLO was the sole Director) was prosecuted by Cambridgeshire & Peterborough Trading Standards for this offence. The company pleaded guilty at Peterborough Magistrates Court on 10 th April 2024.
22 nd August 2023	Illegal worker found working at the premises by Immigration Enforcement.
April 2024	Mrs MARIFLO remained PLH until this time at which point it was transferred to Akshayam Limited, the sole director of this company was her husband. The DPS was also changed at approximately this date to Mrs MARIFLO'S daughter; LUXA SHINY SPARKLES. These changes took place just prior to a Sub-Licensing hearing following the submission of a Premises Licence review by Immigration Enforcement, following the illegal working being found in August 2023.
22 nd April 2024	Sub-Licensing Committee hearing. During the hearing LUXA SHINY SPARKLES stated that she understood her responsibilities as DPS and would ensure that all conditions attached to the licence were met along with the licensing objectives. Due to change of DPS the Sub-Committee decided to leave the licence in place.
12 th August 2024	Premises was subject of a Trading Standard's Test Purchase operation, whereby alcohol was sold to a 16-year-old volunteer.
02 nd September 2024	Trading Standards submitted a review of the premises licence.
23 rd September 2024	Just prior to a Sub-Licensing hearing there was an application to transfer the premises licence to Mr SASIKUMAR, and make him DPS, and also to change the name of the premises to Premier Cambridge Convenience Store. The application took immediate effect.
21 st October 2024	Sub-Licensing Committee hearing. Determination: Decision – Suspend the premises licence for a period of 3 months.

	<p>It was stated: <i>"Members wish to be clear to the current, and any prospective Premises Licence Holders that under-age sales of alcohol are against the law, unacceptable, and will not be tolerated in Cambridge.... Should further underage sales be discovered at this premises, revocation will almost certainly result"</i>.</p> <p>An additional series of conditions were added to the Premises Licence. This was because the premises has currently become a focus for under-age sale of alcohol, irrespective of the identity of the management/premises licence holder, as it was permitted by the former management. Members felt that it was appropriate and proportionate to add these conditions to promote the Licensing Objective of Protection of Children from Harm.</p> <p>Copy of additional conditions in the appendix – 1</p>
28 th October 2025	Following this Sub-Licensing Committee hearing, Mr SASIKUMAR made the decision not proceed with the purchase of the premises, and the DPS was changed to Mr JEYACHANDRAN.
February 2025	DPS change and transfer Premises Licence to Mr MAHENDRAN.
19 th September 2025	<p>Joint licensing inspection was carried out by police licensing and CCC licensing authority officer. This was done due to a number of reports of age restricted products being sold to underage children and concerning, inappropriate staff behaviour.</p> <p>The findings of this visit resulted in a warning letter being issued by CCC Licensing to Mr MAHENDRAN for numerous licencing breaches, he was given up to 28 days to rectify the breaches, and an unannounced visit was to take place following the 28-day period.</p> <p>In addition to these breaches, during the inspection it was established that the interior layout had been changed without seeking permission from the licensing authority. The changes included changing the position of the cashier counter and the alcohol display where spirits were displayed. They were now positioned directly to the right-hand side of the door, with the new spirits display against the window completely obscuring any view through the window into the premises.</p>
19 th October 2025	Prior to a revisit being conducted, Mr MAHENDRAN emailed the licensing authority stating that as of 05 th October 2025 he had not had access to the premises as the previous lease holders had changed the locks and taken the premises back. Therefore, he wished to surrender the Premises Licence.
21 st October 2025	The surrender of the licence was confirmed by CCC licensing authority.
24 th October 2025	Email received from JANE GILLIEAD, confirming she is acting on behalf of Mrs MARIFLO. She provided some details regarding both past and current situation with the premises. She confirmed that a premises licence would be submitted.
24 th October 2025	<p>Two police officers attended the premises approximately 19:00hrs. Following update given by attending officers:</p> <p><i>"They stated it was a very bizarre interaction.</i></p> <p><i>Shop was open, alcohol was on display. It's changed its name to Simply shop or simple shop.</i></p> <p><i>One guy in the shop who said he didn't work there but was just taking care of the shop while the manager wasn't there. He was stood in the doorway when we arrived but wouldn't serve any customers when they came in.</i></p> <p><i>He called the manager who said she was working as a carer and couldn't make it in, so asked her neighbour to keep an eye on the shop.</i></p> <p><i>The officers advised the shop worker to remove alcohol from display"</i>.</p>
27 th October 2025	Police Licensing emailed JANE GILLIEAD asking for confirmation that she had informed her client to remove all alcohol from display, as the premises didn't have a current Premises Licence.

	<p>Joint licensing visit made to premises, no alcohol was on display. However, there was some still on shelves to the left hand-side of the entrance, but these were covered over by a pull down blind to hide it from the view of customers.</p> <p>There was only one member of staff, a female cashier, who stated she was a neighbour of Mrs MARIFLO.</p> <p>During this visit a young-looking male entered and asked the cashier for vapes. He showed the cashier a photograph of his ID on his phone, the cashier could be seen to shake her finger, presumably in an attempt to tell the male he needed to show her his actual ID rather than a photo. At this point the Police Licensing Officer interjected as it was clear she was struggling to communicate this to the customer due to a language barrier.</p> <p>The male didn't have physical ID on him, so the sale was refused, and he left the store.</p> <p>Email from JANE GILLIEAD stating Mrs MARIFLO has confirmed all alcohol removed from display.</p>
04 th November 2025	New application submitted for Neluxa Sparkles. Naming Mrs MARIFLO as the DPS and PL holder.

Quality of the application form

The conditions volunteered in this premises licence application are far fewer and less robust than the list of comprehensive conditions that the previous premises licence had been subjected to following the Sub-Licensing Committee Hearing on 21st October 2024. In which the Record of Decision by Committee Members deemed it necessary and proportionate to add comprehensive conditions to promote the licensing objectives. It is disappointing that their opinion has not been taken into consideration when submitting this new premises licence.

Clarification is required as to the footprint and layout of the premises. Would the size and layout of the premises have changed since the joint licensing visit on 27th October 2025? If not, from recollection the plan drawing is incorrect, and would require correcting and resubmitting.

Regarding the unauthorised changes to the interior layout, had the previous licence holder submitted a minor variation to change the interior layout. Police who have objected to the change of position of the spirits display to being placed in front of the window. The reason being this display completely obscures any view through the window from outside the premises into the store, which if offences were to be conducted, would assist in minimising the risk of these offences being witnessed by members of the public from outside the store. Obscuring the front window also presents the avoidable security issue, in that it doesn't allow staff to have an awareness of who may be loitering outside or who is about to enter the shop.

Suitability of PLH/DPS

Mrs MARIFLO has held a Personal (Alcohol) Licence as least since 2007 and was the DPS/PLH at the premises until April 2024, when she relinquished all responsibility with regards to the premises, stating *"I have fallen short of the responsibilities and therefore am removing myself"*.

History of investigations/offences relating to Mrs MARIFLO:

Date	Event
22 nd August 2022	Underage sale of alcohol took place at Luxa Sparkles. 10 th February 2023 Mrs MARIFLO signed a caution in respect to this offence.
22 nd August 2023	<p>Sale of a vape to an underage person.</p> <p>Luxshinii Ltd (Mrs MARIFLO was the sole Director) was prosecuted by Cambridgeshire & Peterborough Trading Standards for this offence. The</p>

	company pleaded guilty at Peterborough Magistrates Court on 10 th April 2024.
22 nd August 2023	Mrs MARIFLO employed an illegal worker at Luxa Sparkles. It was the illegal worker that made the sale of the vape to the underage person. During interview Mrs MARIFLO explained that she left the illegal worker in charge of the shop whilst she went to an eyelash appointment. As a result of this Immigration Enforcement Licensing Team requesting a review of the premises licence and this hearing was heard on the 22/04/2024.
28 th December 2023	Decision was made by Immigration Enforcement Civil Penalties Team to issue Luxshinii Ltd with a 'No Action Notice' as there was not enough evidence to establish a right to work breach.
12 th February 2024	159 illegal vapes were seized from Luxa Sparkles, 103 Cherry Hinton Road, Cambridge CB1 7BS.

Mrs MARIFLO in her capacity of either PLH or DPS has been subject to a number of investigations; 2x proven underage sales of age restricted products, an unproven immigration offence, and most recently had a quantity of illegal vapes seized.

Outstanding Concerns:

It is concerning that alcohol was still on display within the premises on 24th October 2025 when police officers visited the premises.

Section 137 of the Licensing Act 2003 states a person commits an offence if they expose alcohol for sale by retail in circumstances where the sale would be an "unauthorised licensable activity". This means that if alcohol is displayed in a shop with the intention of it being sold to the public, but there is no valid premises licence for that location, an offence has occurred.

Mrs MARIFLO was the person with responsibility for the premises on this date.

However, without requesting and examining till receipts there is no evidence that unauthorised sales of alcohol actually took place after 21st October (when the surrender of the licence was confirmed by CCC licensing authority) and 27th October (when Mrs MARFLO confirmed that alcohol had been removed from display).

In addition to these concerns, there will remain the continued assumption held by underage children that they can purchase age restricted products from this shop. This reputation will be something that any new operator will find very challenging to address and would need a robust management style and a solid staff base to implement change successfully.

Historically, Mrs MARIFLO hasn't exhibited the professional attributes required to operate a licensed premises responsibly, nor given any level of reassurance that moving forwards positive changes will be made to ensure the licensing objectives will be upheld.

Objection to appointment of Designated Premises Supervisor:

Being a Designated Premises Supervisor is a responsible, privileged position to hold. Due to the concerns listed above Cambridgeshire Constabulary also wish to object to the application to make Mrs MARIFLO the Designated Premises Supervisor of the premises.

Conclusion:

There are significant concerns that granting this premises licence to MRS MARIFLO will be detrimental to the promotion of the licensing objectives, as history has shown they have not been a priority to Mrs MARIFLO. There is no evidence that the previous ineffective management style, and poor staff practices entrenched at the premises will change, which will lead to a further undermining of the Prevention of Crime and Disorder, and Protection of Children from Harm licensing objectives.

Therefore, Cambridgeshire Constabulary respectful recommend that this premises licence is refused.

Suggested conditions – Luxa Sparkles

1. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;
 - a. shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request.
 - b. at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.
 - c. shall cover any internal or external area of the premises where licensable activities take place.
 - d. recordings shall be in real time and stored for a minimum period of 56 days with date and time stamping.
 - e. footage shall be provided to the Police or authorised Council officer within 24 hours of a request.
 - f. a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
2. Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.
3. All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:
 - the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
 - the conditions of the Premises Licence;
 - the sale of age-restricted products.

This training will be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.

All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

4. A daily incident log (electric or paper based) shall be kept at the Premises and made available on request to an authorised officer of the Council or the Police or the Fire Service which shall record the following:

- (a) all crimes reported to the venue
- (b) all ejection of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) any faults in the CCTV system
- (f) any visit by a relevant authority or emergency service.

The incident record shall be kept on the premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the premises is open.

A record of complaints shall be maintained on the premises to record details of any complaints received. The information to be recorded shall include the date and time of complaint and subsequent remedial action undertaken and (where disclosed) the complainant's name and location.

The record of complaints shall be kept for 12 months from the date of the last record made and shall be available for inspection on demand by the Police or authorised officers of the Licensing Authority at all times the premises are open.

5. The Licence Holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.
6. The Premises shall operate a 'Challenge 25' age-restricted sales policy and promote it through the prominent display of posters.

7. All spirits shall be stored and displayed behind the service counter, so not available for self-selection.
8. All alcohol will be displayed in direct line of site from the counter/till area.
9. The premises licence holder or appointed person in charge will ensure that no alcohol, tobacco or e-cigarettes (vapes) will ever be purchased from sellers calling at the premises.
10. Till prompts will be used for any age restricted products.
11. Audible alarm shall be fitted so that a member of staff is alerted when the entrance door is opened.
12. The licence holder will arrange for an independent audit company to undertake test purchasing of age-restricted products at least every 3 months, and provide the results to Trading Standards by e-mail.



Licensing Act 2003

Delegation of responsibilities by the Chief Officer of Police

In accordance with the provisions of the Licensing Act 2003 I hereby delegate authority to Cambridgeshire Constabulary Licensing Officers to develop policies and procedures and to exercise all powers vested in the Chief Constable of Cambridgeshire Constabulary. Such delegation to include the power to delegate specific tasks to licensing Constables and support staff.

This delegation shall remain in force unless otherwise notified.

Signed

A solid black rectangular box used to redact the signature of Simon Megicks.

Simon Megicks
Chief Constable
Cambridgeshire Constabulary
29 September 2025

Trading Standards Representation

From: Kirsty Draycott [REDACTED]
Sent: 12 November 2025 08:48
To: licensing (CCity) [REDACTED]
Cc: Licensing South [REDACTED] Jason Toyne
[REDACTED]

Subject: RE: (295770) Application received under the Licensing Act 2003 for a new Premises Licence – Neluxa Sparkles

Good morning

I can confirm that we have received the below email regarding the application for a new premises licence for Neluxa Sparkles, 103 Cherry Hinton Road, Cambridge CB1 7BS. As with all new applications we have provided the applicant with Challenge 25 information.

I note that the application states the legal entity as Neluxa Sparkles Ltd however the consent form states the application has been made by Luxshinii Ltd. Whilst the two companies have the same director, which company will be operating the business? It would seem that the applicant isn't sure...

Cambridgeshire & Peterborough Trading Standards wish to raise an objection as we do not believe the applicant will uphold the licensing objective in relation to the protection of children from harm and possibly the prevention of crime and disorder licensing objective.

Our objection is based on previous involvement with the applicant at this premises:

Priyamwatha Mariflo signed a caution on 10/02/2023 in relation to the underage sale of alcohol that took place on the 22/08/2022 at Luxa Sparkles, 103 Cherry Hinton Road, Cambridge CB1 7BS

Luxshinii Ltd was prosecuted by Cambridgeshire & Peterborough Trading Standards following the sale of a vape to an underage person on 22/08/2023. Luxshinii Ltd pleaded guilty at Peterborough Magistrates Court on 10/04/2024.

Priyamwatha Mariflo employed an illegal worker at Luxa Sparkles, 103 Cherry Hinton Road, Cambridge CB1 7BS. It was the illegal worker that made the sale of the vape to the underage person on the 22/08/2023. During interview Priyamwatha Mariflo explained that she left the illegal worker in charge of the shop whilst she went to an eyelash appointment. Immigration requested a review of the premises licence and this hearing was heard on the 22/04/2024.

On the 12/02/2024 159 illegal vapes were seized from Luxa Sparkles, 103 Cherry Hinton Road, Cambridge CB1 7BS.

Ahead of the first licence review hearing (22/04/2024) for 103 Cherry Hinton Road Priyamwatha Mariflo submitted a written statement that said the following:

"I am relinquishing all responsibility with regard to the premises and the business, I have fallen short of the responsibilities and therefore am removing myself. The premises licence and DPS are being transferred."

I've attached a copy of that written statement.

Despite the premises licence being transferred to a new business we continued to receive allegations of underage sales being made from 103 Cherry Hinton Road, Cambridge CB1 7BS. Cambridgeshire & Peterborough Trading Standards would describe 103 Cherry Hinton Road as a problem premises as it does not seem to matter who is in charge of that premises. The allegations and issues raised are the same.

We are concerned that the applicant has applied for a new licence rather than to transfer the existing licence in order to lose the additional conditions that were placed on the licence by the licensing committee at the review hearing on the 21/10/2024.

Kind regards

Kirsty

Kirsty Draycott

Senior Trading Standards Officer

Cambridgeshire & Peterborough Trading Standards

Mobile: [REDACTED]

Email: [REDACTED]

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**THE LICENSING ACT 2003
REPRESENTATION FORM FOR “RESPONSIBLE AUTHORITY”**

Please delete as applicable: **LICENSING AUTHORITY**

Your name	Alex Beebe
Job Title	Environmental Health Officer (Commercial & Licensing)
Postal Address (inc post code)	Cambridge City Council PO BOX 700 Cambridge CB1 0JH
Contact telephone number:	[REDACTED]
Mobile Number:	N/A
Email address:	[REDACTED]

Name of Premises you are making a representation about:	Neluxa Sparkles
Address of the premises you are making a representation about:	103 Cherry Hinton Road Cambridge CB1 7BS

<p>This section is about your representation/s. They must relate to one or more of the Licensing Objectives. Please detail the evidence supporting your representation, (under the relevant headings) and the reason for your representation/s. <i>It is important that you detail all matters that you wish to be considered. (Use additional sheets if necessary). Regulations provide that in considering representations the authority may take into account documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.</i></p>	
Which licensing objective(s) does your representation relate to?	
The prevention of crime and disorder	Public safety
See below	N/A
The prevention of public nuisance	Protection of Children from Harm
N/A	See below

LICENSING ACT 2003 LICENSING AUTHORITY REPRESENTATION FORM

To: **Commercial & Licensing Team Manager**

From: **Alex Beebe**

Premises: **Neluxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1 7BS**

Reference: **Application/295770**

New premises licence application

Introduction

On 4th November 2025 the licensing authority received an application for a new premises licence for Neluxa Sparkles at 103 Cherry Hinton Road, Cambridge, CB1 7BS. The responsible authorities (for the purposes of the Licensing Act 2003) were consulted on this application and the cut-off date for receipt of representations in respect of the application is 2nd December 2025.

On 12th November 2025 Cambridgeshire and Peterborough Trading Standards raised an objection to the application. They believe the applicant will not uphold the licensing objectives, in relation to the protection of children from harm and possibly the prevention of crime and disorder.

On 21st November 2025 Cambridgeshire Constabulary raised an objection to the application. The representation has regard to the licensing objectives for prevention of crime and disorder and the protection of children from harm.

This will be the third licensing hearing associated with the premises address since April 2024.

The first review was raised by Immigration Enforcement (Home Office) in February 2024. On 20th November 2023, East of England Immigration Compliance and Enforcement (ICE) team visited the premises over concerns that the business was employing an illegal worker. The person behind the counter was found to have no permission to work and was arrested by immigration officers. This was heard by the Licensing Sub-Committee on 22nd April 2024. The Licensing Authority also submitted a representation, this objection can be view in **Appendix 1**.

At the hearing members resolved to 'leave the licence as it is' with a recommendation that the Licensing Authority support the business by undertaking a licensing inspection within 6 months. In making their decision members made the following comments:

- *"There were no objections to the new Premises Licence Holder and no evidence she would not correctly fulfil the role in accordance with the Licensing Objectives."*
- *"...The Sub Committee has considered Miss Mariflo's commitment to uphold the Licensing objectives and has decided to leave the licence as it is with the above support."*

The second review was instigated by Trading Standards under the protection of children from harm licensing objective, following a test purchase operation on 12th August 2024, where alcohol was sold to a child. On 2nd September 2024, the responsible authorities were consulted on a review of the premises licence for Luxa Sparkles off-licence. Cambridgeshire Constabulary as well as the Licensing Authority also submitted representations; the licensing authority's submission can be viewed in **Appendix 2**.

At the hearing members resolved to suspend the premises licence for a period of three months. In making their decision, members made the following comments:

- *"Members wish to be clear to the current, and any prospective premises licence holders that under-age sales of alcohol are against the law, unacceptable, and will not be tolerated in Cambridge. Should further underage sales be discovered at this premises, revocation will almost certainly result."*

Summary

To consider the application for a new premises licence application, it is key to understand and consider the complaints and timeline history associated to this premises:

Date	Occurrence
10 th December 2007	The premises licence was granted, with Mrs Mariflo being both the Premises Licence Holder (PLH) and Designated Premises Supervisor (DPS).
May 2018	<p>Two complaints:</p> <ol style="list-style-type: none"> 1. A member of staff from a local sixth form college alleged that a 17-year old student had on 25th April 2018 bought a bottle of vodka unchallenged from the premises. The student later had to be taken to hospital due to intoxication. 2. A local resident alleged the business was selling alcohol to people who were already drunk: this lead to congregations of drunk people outside the business at night-time. <p>An inspection of the premises was undertaken together with the police licensing officer. The manager was interviewed and till receipts checked, but there was no evidence of the transaction taking place. The manager</p>

	<p>was reminded of their legal duties regarding the sale of age-restricted products.</p>
January 2019	<p>A complaint was received alleging that on 26th January 2019 a group of three 14–15-year-olds had been sold three bottles of Lambrini and a small bottle of vodka. The children were not asked for ID. The complainant was the mother of one of the children. A joint visit was made with the police licensing officer on 30th January 2019. No evidence could be found of the visit/transaction in question. An advisory letter was issued to Mrs Mariflo reminding her of her responsibilities regarding the sale of age-restricted products, as well as the need to ensure compliance against the conditions attached to the licence.</p>
October 2020	<p>The Police received a complaint from a mother of a 16-year old who advised her daughter and friend were able to purchase a bottle of vodka from the business on 16th October 2020. The police licensing officer advised that the Police had also received two separate allegations in August 2020 of nitrous oxide canisters being sold to children.</p> <p>A joint visit with the police licensing officer was made on 10th November 2020 where Mrs Mariflo's husband was present with two other staff members. During the visit staff asked questions such as: whether proxy sales were allowed (parents buying alcohol on behalf of their children); whether they could accept copies of ID e.g. photographs of passports, driving licences etc. on a phone rather than originals; and, if they needed to ask for identification of young people on each occasion even if they had seen ID previously. This raised serious concerns about the level of training given to staff. Mrs Mariflo was named as the person responsible for staff training.</p> <p>An advisory letter was sent by the police licensing officer to Mrs Mariflo dated 13th November 2020. It was stressed to Mrs Mariflo that the police and licensing authority took complaints of alleged underage sales seriously, and that should evidence be obtained a review of the premises licence be sought. Due to the concerns raised during the visit as well as the history of complaints, Mrs Mariflo was requested to submit a minor variation to add two conditions to the premises licence. These conditions sought to: enhance the training given to staff members; request 6-month refresher training; maintain records of training operate a 'Challenge 25' scheme; and, maintain a refusals log.</p> <p>Mrs Mariflo responded to this letter with an e-mail dated 1st December 2020 where she disputed the allegations of underage sales. She also indicated that she would submit a minor variation application, but this never took place. It was concluded there was insufficient evidence at the time to pursue a review of the premises licence.</p>

June 2021	A complaint was received from a local resident alleging issues from noise and anti-social behaviour from congregations of inebriated individuals regularly of an evening seen outside the front of the business. The complainant alleged they had seen staff members giving alcohol and associating with those gathering. The matter was referred to the police where the local neighbourhood policing team was asked to patrol.
22 nd August 2022	Trading Standards confirmed the business failed a test purchasing operation; Mrs Mariflo received a caution for the offence and that should the business fail again, then Trading Standards would consider applying to review the premises licence.
January 2023	The Police received a report of the business allegedly selling alcohol to children at significant risk. The licensing authority and Trading Standards were duly advised.
22 nd August 2023	Underage sale of a vape took place at the premises. Luxshinii Ltd (Mrs Mariflow was the sole Director) was prosecuted by Cambridgeshire & Peterborough Trading Standards for this offence. The company pleaded guilty at Peterborough Magistrates Court on 10th April 2024.
22 nd August 2023	Illegal worker found working at the premises by Immigration Enforcement.
April 2024	Mrs Mariflo remained premises licence holder until this time at which point it was transferred to Akshayam Limited: the sole director of this company was her husband. The DPS was also changed at approximately this date to Mrs Mariflo's daughter; Luxa Shiny Sparkles. These changes took place prior to a Sub-Licensing hearing following the submission of a Premises Licence review by Immigration Enforcement, following the illegal working being found in August 2023.
22 nd April 2024	Sub-Licensing Committee hearing. Members resolved to keep the licence as it was, but requested that the licensing authority conduct a licensing inspection within 6 months to support the business.
12 th August 2024	The premises was subject to a further test purchasing operation by Trading Standards, whereby alcohol was sold to an underage volunteer.
2 nd September 2024	Trading Standards submitted a review of the premises licence.
23 rd September 2024	Prior to the review hearing, applications were submitted to transfer the premises licence and vary the DPS to Mr Sasikumar. The applications took immediate effect, as requested by the applicant.
21 st October 2024	Sub-Licensing Committee hearing. Members determined to suspend the premises licence for a period of 3 months. Additional conditions were added to the Premises Licence due to the premises gaining notoriety for under-age sale of age-restricted products, irrespective of the identity of the management/premises licence holder, as such practices were permitted by the former management. Members felt that it was appropriate and proportionate to add conditions necessary to promote the licensing objective of the protection of children from harm.

28 th October 2024	Following the Sub-Licensing Committee hearing, Mr Sasikumar made the decision not proceed with the purchase of the premises, and the DPS was changed to Mr Jeyachandran.
February 2025	Applications to vary the DPS and transfer the premises licence to Mr Mahendran were submitted.
19 th September 2025	<p>A joint licensing inspection was carried out by the Commercial and Licensing team and police licensing. This was undertaken after the police received intelligence that age restricted products were being sold to underage children, as well as reports of inappropriate staff behaviour at the premises being received. The Senior Technical Officer prearranged the visit with Mr Mahendran, stating the intention of the visit was to inspect the business and check compliance against the licensing conditions on the premises licence.</p> <p>The inspection also revealed that the interior layout had been changed without seeking permission from the licensing authority. The changes included changing the position of the cashier counter and the alcohol display where spirits were displayed.</p>
25 th September 2025	A warning letter was issued to Mr Mahendran regarding the breaches of the conditions identified during the licensing inspection on 19 th September 2025 (Appendix 3). Mr Mahendran was provided with 28 days to rectify the breaches before an unannounced visit took place thereafter.
19 th October 2025	Prior to the revisit being conducted, Mr Mahendran emailed the licensing authority stating that as of 5 th October 2025 he had not had access to the premises as the previous lease holders had changed the locks and taken the premises back. Therefore, he wished to surrender the Premises Licence.
21 st October 2025	The surrender of the premises licence (PRECAM 000531) was received and accepted by the licensing authority.
24 th October 2025	Jane Gillied (licensing agent) confirmed she is acting on behalf of Mrs Mariflo. She provided some details regarding both past and current affair at the premises and confirmed that a premises licence application would be submitted shortly.
24 th October 2025	The police licensing officer received a report that at ~7pm on 24 th October 2025 two police officers attended the business. The officers confirmed alcohol was on display and that the name of the premises had changed. They also spoke to a member of staff who confirmed they did not work there but was taking care of the shop whilst the manager was not present. When the manager was called she advised she was not present due to working a carer so they asked a neighbour to look after the shop. The officers asked for the alcohol on display to be removed.
27 th October 2025	Joint visit to the premises: no alcohol was on display, apart from a small selection covered over by a pull down blind. The lone member of staff, a female cashier, stated she was a neighbour of Mrs Mariflo. A young-looking male entered the premises and attempted to buy vape, using a photo of ID on their phone. The police licensing officer had to interject in

	the transaction to explain to the customer that he could not buy vapes with a photo of an ID.
4 th November 2025	New application submitted for 'Neluxa Sparkles'. Mrs Mariflo is listed as the intended DPS and premises licence holder.

The previous surrendered premises licence (21st October 2025) could have been transferred, if the applicant had applied within 28 days of the surrender notice being accepted by the licensing authority. It was noted the applicant decided not to apply for a transfer and opted to submit a new premises application instead. The conditions offered by the applicant appear to be fewer in number and less robust than the list of conditions that was included on the previous premises licence, following the Licensing Sub-Committee hearing on 21st October 2024. Members stated on the record of decision that the agreed conditions were necessary and proportionate to adequately promote the licensing objectives.

Since the hearings in 2024 (April and October), the licensing authority has not directly received any further complaints or information associated with the premises. However, since the premises was transferred to Mr Mahendran after the second premises licensing review, a significant quantity of licensing breaches were identified during the licensing inspection. Visits to the premises have given risen to a number of concerns where Mrs Mariflo has been responsible despite persistent warnings from authorities that have seemingly been ignored.

Conclusion

The Licensing Authority has significant concerns relating to the premises and is of the opinion that granting a premises licence to Mrs Mariflo would likely be detrimental to the promotion of the licensing objectives. The premises has been subject to numerous complaints, two failed test purchase operations relating to the sale of age-restricted products and employment of an illegal worker. The applicant has previously been involved with the premises in the capacity as the premises licence holder, designated premises supervisor, and, person responsible for the training of staff members, where failings have been observed. There is insufficient evidence to suggest that the licensing objectives of the prevention of crime and disorder and protection of children would be adequately promoted if a decision is made to grant the premises licence. Despite the implementation of measures to address the premises previous failings and change in management, the premises continues to neglect its legal and social responsibilities, which is in direct contravention to the promotion of the licensing objectives.

Signed:



Date: 1st December 2025

Environmental Health Officer - Commercial & Licensing

Appendix 1 – Licensing Authority representation (April 2024)

**LICENSING ACT 2003
LICENSING AUTHORITY REPRESENTATION FORM**

To: **Environmental Health Manager**

From: **Alex Beebe**

Premises: **Luxa Sparkles, 103 Cherry Hinton Road, Cambridge**

Reference: **SR/390520**

Review of premises licence

Comment:

Introduction

On 14th February 2024 the responsible authorities (for the purposes of the Licensing Act 2003) were consulted on a review of the premises licence for Luxa Sparkles off-licence. The review proceedings have been instigated by the Home Office (Immigration Enforcement) under the 'prevention of crime and disorder' licensing objective, following illegal working being identified at the premises. Immigration Enforcement have requested the premises licence be revoked.

The purpose of this submission is to summarise the complaints and related investigations that the licensing authority has received regarding alleged underage sales of alcohol and other age-restricted products as well as the sale of alcohol to already intoxicated customers at the business.

May 2018

A member of staff of a local sixth form college contacted the Police alleging that a 17-year old student had on 25th April 2018 bought a bottle of vodka unchallenged from the premises. The student later had to be taken to hospital due to intoxication.

There was also a separate complaint received by the licensing authority from a local resident alleging the sale of alcohol to people who were already drunk: this led to congregations of drunk people outside the business at night-time.

An inspection of the premises was undertaken together with the police licensing officer. The manager was interviewed and till receipts checked, but there was no evidence of the transaction taking place. The manager was reminded of their legal duties with regard to the sale of age-restricted products. Condition 6 of the premises licence requires the business to operate a 'Challenge 21' policy.

January 2019

A complaint was received alleging that on 26th January 2019 a group of three 14–15-year-olds had been sold three bottles of Lambrini and a small bottle of vodka. The children were not asked for ID. The complainant was the mother of one of the children.

A joint visit was made with the police licensing officer on 30th January 2019. Although CCTV footage was inspected and till receipts checked (between the hours the children were said to have visited the business) no evidence could be found of the visit/transaction in question.

An advisory letter was (attached as **Annex 1**) issued to the DPS/licence holder 'Mrs Priyamwatha Mariflo'. The letter reminded Mrs Mariflo of her responsibilities regarding the

sale of age-restricted products as well as the need to ensure compliance against the conditions attached to the licence. Trading Standards were sent a copy of the letter for their information.

October 2020

The Police received a complaint from a mother of a 16-year old who advised her daughter and friend were able to purchase a bottle of vodka from the business on 16th October 2020. The licensing authority was duly advised of the complaint. Although the complainant was approached for further information there was no response. The police licensing officer advised that the Police had also received two separate allegations in August 2020 of nitrous oxide canisters being sold to children.

A joint visit with the police licensing officer was made on 10th November 2020 where Mrs Mariflo's husband was present with two other staff members. During the visit staff asked questions such as: whether proxy sales were allowed (parents buying alcohol on behalf of their children); whether they could accept copies of ID e.g. photographs of passports, driving licences etc. on a phone rather than originals; and, if they needed to ask for identification of young people on each occasion even if they had seen ID previously. This raised serious concerns about the level of training given to staff. Mrs Mariflo was named as the person responsible for staff training.

An advisory letter (attached as **Annex 2**) was sent by the police licensing officer to Mrs Mariflo dated 13th November 2020. It was stressed to Mrs Mariflo that the police and licensing authority took complaints of alleged underage sales seriously, and that should evidence be obtained a review of the premises licence be sought. Due to the concerns raised during the visit as well as the history of complaints, Mrs Mariflo was requested to submit a minor variation to add two conditions to the premises licence. These conditions sought to: enhance the training given to staff members; request 6-month refresher training; maintain records of training operate a 'Challenge 25' scheme; and, maintain a refusals log.

Mrs Mariflo responded to this letter with an e-mail dated 1st December 2020 (attached as **Annex 3**) and disputed the allegations of underage sales. She also indicated that she would submit a minor variation application, this has yet to occur.

It was concluded there was insufficient evidence at the time to pursue a review of the premises licence. There was also no way to compel the licence holder to submit a minor variation. A test purchasing visit was considered but deemed not to be practical due to the impacts of the pandemic.

June 2021

A complaint was received from a local resident alleging issues from noise and anti-social behaviour from congregations of inebriated individuals regularly of an evening seen

outside the front of the business. The complainant alleged they had seen staff members giving alcohol and associating with those gathering. The matter was referred to the police where the local neighbourhood policing team was asked to patrol.

January 2023

The Police received a report of the business allegedly selling alcohol to children at significant risk. The licensing authority and Trading Standards were advised of the complaint. Trading Standards advised that they had conducted a test purchasing operation at the business in August 2022, in which a child was able to purchase alcohol. The issuing of cautions to Mrs Mariflo, her husband and a staff member was being considered. Mrs Mariflo was advised that further test purchasing activity would be considered and should they fail again then Trading Standards would be looking to review the premises licence.

Summary

Whilst the licensing authority has no direct evidence of offences being committed under the Licensing Act 2003 e.g. sales of age-restricted products to children, sale of alcohol to intoxicated customers etc. there have been six similar complaints made against the business in the past 6 years. No other off-licence premises in the city has received a similar level of complaints.

Visits to the premises have given rise to a number of concerns, especially staff training for which the licence holder and designated premises supervisor, Mrs Mariflo is responsible. Despite persistent warnings to the business, complaints have continued. Recommendations provided by the licensing authority and the Police have also seemingly been ignored. This calls into question whether the licence holder is sufficiently promoting the licensing objectives, namely 'prevention of crime and disorder' and 'protection of children from harm'.

It has also been noted on page 9 of the Home Office Premises Licence Review pack, where it is stated that staff at the business have been offering alcohol to customers on credit. Whilst this is not illegal, it could be considered to be unethical to those who are vulnerable and unable to pay the debt off.

Signed:



Date: 8th March 2024

Environmental Health Officer - Commercial & Licensing

Enquiries to:

Contact name: Alex Beebe

Job Title: Senior Technical Officer - Commercial & Licensing

T: [REDACTED]

E: [REDACTED]

Mariflo Mariyanayagam
Luxa Sparkles
[REDACTED]

Tuesday 12th February 2019

Our Ref: AB/WK/201867482

Dear Mr Mariyanayagam,

Licensing Act 2003

Complaint of alleged underage sale of alcohol at Luxa Sparkles, 103 Cherry Hinton Road, Cambridge

I write following our visit to your premises on the afternoon of Wednesday 30th January 2019.

The reason for our visit was in response to a complaint received from a member of the public. The complainant had alleged that during the late afternoon of Saturday 26th January 2019, the complainant's daughter and two friends, who were all aged between 14-15 years old, were sold alcoholic beverages at your premises.

As you will be aware, the Licensing Act 2003 provides it is a criminal offence to sell alcohol to anyone under the age of 18. A person found guilty of this offence, upon summary conviction, may be subject to an unlimited fine. In addition, committing such an offence would raise questions about staff training and practices at the premises possibly culminating in a review of the Premises Licence. Options open to the Licensing Committee at such a review include the suspension and revocation of a Premises Licence.

During our visit we asked for you to show us the CCTV footage between 2:00pm and 7:00pm on Saturday 26th January 2019. The CCTV system you have in operation is motion-sensitive meaning footage is only recorded when movement is detected in front of the counter. We also asked you to produce a selection of till receipts between the times above.

In summary, on this occasion we could not find any evidence that the children in question had visited your business at the date and times alleged, and that the alcoholic beverages in question had been purchased.

It may be the case that there is no substance to this complaint, or the time/date of the visit are incorrect, but in any case, bearing in mind this is the second complaint the business has received alleging underage sales of alcohol within 12 months (the first being May 2018, which gave rise to the licensing inspection that was conducted), the Licensing Authority and the Police felt it prudent to write to you to remind you and your staff members of the requirements of the law.

I would therefore like to stress to you that the mandatory conditions attached to all Premises Licences require licence holders to implement an age verification policy to ensure alcohol is only sold to those aged 18 years or over. In the case of Luxa Sparkles Annex 2 Condition 6 provides that the premises operate a 'Challenge 21' scheme; this means that any customer buying alcohol who looks under 21 must be asked to provide a reliable proof of age document e.g. passport, DVLA driving licence, PASS card or Military ID. Please ensure you and all staff members are aware of this requirement and are suitably trained.

I would strongly recommend, however, you upgrade your age verification policy to Challenge 25 in line with many major retailers to further limit the chance that alcohol is sold to children. Challenge 25 resources can be found online at:
<https://www.wsta.co.uk/challenge-25>.

I hope you find the above information useful. If you would like any point clarified then please do not hesitate

Yours sincerely,

Mr Alex Beebe
Senior Technical Officer - Commercial & Licensing, Cambridge City Council

PC Clare Metcalfe
Licensing Officer, Cambridgeshire Constabulary

CC. Priyamwatha Mariflo, 16 Millfield, Willingham, Cambridge CB24 5HD

Trading Standards, Cambridgeshire County Council



Creating a safer
Cambridgeshire

13th November 2020



Parkside Police Station.
Parkside,
Cambridge,
Cambridgeshire,
CB1 1JG.



Dear Mrs. Mariflo,

I write following my visit to Luxa Sparkles on Wednesday 10th November 2020 together with my colleague Alex Beebe who represents the licensing authority, Cambridge City Council.

The reason for our visit was to discuss with your husband, allegations that age-restricted products had been sold to those underage.

The first matter regards two separate reports Cambridgeshire Constabulary have received from August alleging nitrous oxide canisters have been sold to children. Mariflo stated he has not stocked nitrous oxide for a couple of months, but it would appear the products were on sale when the reports were made. Nitrous oxide canisters may legally be sold to those aged 18 or over provided they are not to be used for the individual's own consumption e.g. substance abuse. In these instances, sale must be refused.

The second item we wished to discuss was regarding an allegation from a parent that their underage daughter had purchased a bottle of vodka at Luxa Sparkles on the evening of Friday 16th October 2020. Mariflo was able to print out a number of receipts corresponding to purchases made on the evening in question, but during our visit we were unable to substantiate whether the transaction took place. Please be advised this matter is still subject to police investigation and I may be back in touch to request further information/records. In the interim please supply me with the last 3 months' worth of records from your refusals log, which I understand is now maintained electronically.

At the conclusion of our visit Mr Beebe and I had several concerns about the operation of Luxa Sparkles that I wish to address with you as the designated premises supervisor and licence holder.

1. Wearing of face coverings – when we entered the premises staff were initially not wearing face coverings. It is a [legal requirement](#) during the COVID-19 pandemic that staff working in customer-facing areas wear a face covering unless they have an exemption. Mariflo and the other two gentleman present were advised of this.

2. **Complaints** – other than the two matters mentioned above I am aware the Council has received complaints of underage sales of alcohol at Luxa Sparkles previously in: April 2014, May 2018 and January 2019. This now makes 6 similar complaints since 2014; however, as we expressed to Mariflo, seldom do we receive complaints alleging underage sales at other supermarkets and shops in Cambridge.
3. **Challenge 21** – a reminder that it is a licence condition that staff need to be asking for ID (driving licence, passport, PASS card or military ID), in its original form, every time someone they believe is under 21 attempts to buy alcohol.
4. **Training/knowledge** – the staff members present, including Mariflo, appeared to be confused on a number of matters relating to alcohol sales. We were asked: whether proxy sales were allowed (parents buying alcohol on behalf of their children); whether they could accept copies of ID e.g. photographs of passports, driving licences etc. on a phone rather than originals; and, if they needed to ask for identification of young people on each occasion even if they had seen ID previously.

It is extremely troubling to us that members of staff, who are in control of selling alcohol, need to ask these questions as their role mandates they must know the law regarding alcohol sales. This raises the question of staff training; Mariflo advised that you give training to staff members. In light of the above, it would appear to us that the level of training provided is inadequate. I therefore require you to ensure that all staff are appropriately trained in their role of selling age-restricted products. Whilst this does not have to be a formal training course, you may wish to consider recognised qualifications such as the [Level 1 Award in Responsible Alcohol Retailing](#) or the [Level 2 Award for Personal Licence Holders](#). Please update me with the details of what training staff members will receive and how this will be completed.

5. **Designated Premises Supervisor (DPS)** – the DPS is the key person who will usually be charged with day to day management of the premises by the premises licence holder, including the prevention of disorder. Whilst the DPS does not need to be on site at all times, they are expected to be involved enough with the business to be able to act as its representative, and they must be contactable at all times. I understand that it is Mariflo, his brother and another staff member who run the shop. Bearing in mind the recommendations I have made above in point 4, I suggest that Mariflo, or another member of staff, may be better suited to being appointed as the DPS as they are seemingly more closely involved in the day-to-day running of the business. The DPS must hold a Personal Licence so any individual wishing to become DPS would first need to pass the Level 2 Award for Personal Licence Holders and then obtain a Personal Licence from their local licensing authority.

I would like to stress to you that the police and licensing authority take reports of alleged underage sales extremely seriously. If evidence is obtained proving alcohol, or another age-restricted product, is sold to someone under the relevant age then the police and/or licensing authority will likely pursue a review of the Premises Licence for Luxa Sparkles. Options available to the Licensing Sub-Committee at a review hearing include the revocation of the licence. Please also note that both the police and trading standards can authorise test purchasing operations where individuals under the age of 18 attempt to buy alcohol in licensed premises.

In light of our concerns and history of complaints I would like to seek your permission to add some additional conditions to the licence via a minor variation application as follows:

Annex 2

- *Staff will receive full training on responsible alcohol sales and this will be refreshed every 6 months, this training will take place prior to staff commencing customer facing duties. The training will include responsibilities in the sale of alcohol, in particular with regard to drunkenness and underage persons and to the use of Challenge 25 policy correctly and effectively, and display notices on the premises. Records will be kept of such training and will be immediately available for inspection by Cambridgeshire Police for inspection upon request.*
- *A written or electronic log will be kept of all refusals including refusals to sell alcohol. The Premises Licence holder shall ensure that refusals log is checked on a regular basis. The log will be kept and maintained at the premises and will be available at all times whilst the premises are open for inspection immediately upon request by Cambridgeshire Police and any responsible authority.*

The above conditions are common for off-licence premises. If you agree to their addition it could help demonstrate your commitment to the responsible sale of alcohol and the promotion of the licensing objectives. An [application for a minor variation](#) needs to be made to Cambridge City Council; this carries an application fee of £89.00.

In summary, the action points I need you to complete by Monday 30th November are as follows:

- Send me the last 3 months' worth of records from your refusals register;
- Remind staff of the need to wear face coverings in public and customer-facing areas;
- Provide adequate training for staff on age-restricted products and send me the details of how staff have been trained; and
- Consider my proposal to submit a minor variation to add conditions, which we feel are appropriate to the running of the licensed premises, to the licence.

I will send you a hardcopy of this letter to you in the post.

I shall look forward to hearing from you in due course.

Yours sincerely,



Police Constable 446 Clare Metcalfe
Licensing Officer
Cambridgeshire Constabulary.

CC - Alex Beebe



Annex 3

From: Priya Luxa [REDACTED]

Sent: Tuesday, December 1, 2020 4:28 PM

To: Licensing South [REDACTED]

Subject: Re: Luxa Sparkles

Dear Police Constable 446 Claire Metcalfe,

I am writing this email regarding your visit to my shop Luxa Sparkles on Wednesday 10th Nov 2020 together with your colleague Alex Beebe who represents the licensing authority to Cambridge City Councils.

On your visit, you discussed with my husband that age restricted products had been sold. I am very disappointed with the reports that you have received on nitrous oxide canister as I am aware that nitrous oxide can only sold to those aged +18 and I am sure that no sale to anyone under 18 has been made. I am certain that all my staff are well trained on the product as I have been up to date with my staff training and I always ensure they are trained to full requirement every six months. This training helps our staff effectively and confidently to refuse the purchase of restricted items by young people.

I am rather a concerned about a complaint from a parent where their underaged daughter had purchased a bottled of vodka at Luxa Sparkles on the evening of Friday 16th October 2020. I have dealt with a similar allegation with regards to this matter. When I had checked the CCTV camera, my husband and I found out that the girl tried to buy a bottle of vodka from us, one of our staff requested for an ID and he refused the sale of alcohol. Consequently the girl got frustrated and used foul language towards our staff. When the parent of that girl visited my shop I showed the video clearly showing that we refused the sale. She found out that her daughter bought it somewhere else, accused us and used our shop name out of frustration that we denied the sale. Her mum apologised and requested not to complain to the police. As a mother I had to respect her request because I am also a mother of two girls. Since that case my husband I were extremely cautious with regards to sale to young people. During my regular visits to the shop, I always ensure the staff follow the Think 21 model and Challenge 25 policy correctly and effectively. We had some test purchasing operations authorised by trading standards. We had proved that we never sold to under the age of 18.

I would like to apologise sincerely that my staff were not wearing face coverings during the COVID 19 pandemic. I have ensured that it has not happened since and will make sure this won't happen again. My husband Mariflo may have appeared to be confused on a few matters relating to alcohol sales. I am certain that he has got more than necessary knowledge to become a Designated Premises Supervisor(DPS)and knows that we shouldn't accept any photocopies of ID as any form for ID only accept originals. He has been trained on your guide to sell alcohol as well as other staff working in the shop. I hold this training every six months. Mariflo may had panicked and therefore his responses did not comply with the licensing objectives.

My husband and I have been running this business for the past 15 years and trying hard to our continued commitment to prevent the sale of alcohol to those under the age of 18. My husband is a one of the most hard working person who has committed his whole life for his family. He goes to cash and carry in London every week in the last 15 years he never slept one day without his knee pain. We have two daughter one 18 and 9 years and we work incredibly hard as a family to get this position.

Annex 3

We hope to run this business without any further complaints against us. I will follow all the licensing objectives, obey the law and co-operate with the Cambridgeshire Constabulary and Cambridgeshire Trading Standard Service.

For action point-

1. I have attached the last three months record of refusal register.
2. I have reminded my staff the importance of wearing face covering mask during this COVID 19 pandemic and will ensure masks are worn at all times
3. I have provided adequate training for the staff on age restricted products. I will ask my husband to do the level 2 Award for personal Licence Holders for extra certainty.
4. I will submit the application for a minor variation.

I look forward to your reply.

If you have any query regarding this matter please do not hesitate to contact me.

Thanking You

Kind Regards

Priyamwatha Mariflo

Appendix 2 – Licensing Authority representation (September 2024)

THE LICENSING ACT 2003 REPRESENTATION FORM FOR “RESPONSIBLE AUTHORITY”

Please delete as applicable: **LICENSING AUTHORITY**

Your name	Alex Beebe
Job Title	Environmental Health Officer (Commercial & Licensing)
Postal Address (inc post code)	Cambridge City Council PO BOX 700 Cambridge CB1 0JH
Contact telephone number:	[REDACTED]
Mobile Number:	N/A
Email address:	[REDACTED]

Name of Premises you are making a representation about:	Luxa Sparkles
Address of the premises you are making a representation about:	103 Cherry Hinton Road Cambridge CB1 7BS

This section is about your representation/s. They must relate to one or more of the Licensing Objectives. Please detail the evidence supporting your representation, (under the relevant headings) and the reason for your representation/s. *It is important that you detail all matters that you wish to be considered. (Use additional sheets if necessary). Regulations provide that in considering representations the authority may take into account documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.*

Which licensing objective(s) does your representation relate to?	
The prevention of crime and disorder	Public safety
See below	N/A
The prevention of public nuisance	Protection of Children from Harm
N/A	See below

LICENSING ACT 2003
LICENSING AUTHORITY REPRESENTATION FORM

To: **Commercial & Licensing Team Manager**

From: **Alex Beebe**

Premises: **Luxa Sparkles, 103 Cherry Hinton Road, Cambridge**

Reference: **SR/398557**

Review of premises licence

Comment:

Introduction

On 2nd September 2024 the responsible authorities (for the purposes of the Licensing Act 2003) were consulted on a review of the premises licence for Luxa Sparkles off-licence. The review proceedings have been instigated by Trading Standards under the 'protection of children from harm' licensing objective, following a test purchase operation on 12th August 2024 where alcohol was sold to a child.

For reference, Miss Luxa Shiny Mariflo became designated premises supervisor (DPS) on 18th April 2024. The premises licence was also transferred on this date to Akshayam Ltd. Mr Mariyanayagam Mariflo is listed as the director of the company. Mrs Priyamwatha Mariflo was the DPS and licence holder before this date.

This is the second review of the premises licence this year, further to the one raised by Immigration Enforcement (Home Office) in February 2024, which was heard by the Licensing Sub-Committee on 22nd April 2024. At the hearing members resolved to 'leave the licence as it is' with a recommendation that the Licensing Authority support the business by undertaking a licensing inspection within 6 months. In making their decision members made the following comments:

- *"There were no objections to the new Premises Licence Holder and no evidence she would not correctly fulfil the role in accordance with the Licensing Objectives."*
- *"...The Sub Committee has considered Miss Mariflo's commitment to uphold the Licensing objectives and has decided to leave the licence as it is with the above support."*

The Licensing Authority's previous submission is attached as **Appendix 1** and contains the complaints and investigations history to April 2024.

Summary

Since the hearing in April 2024, the licensing authority has not directly received any further complaints regarding the business. In July 2024, however, Trading Standards approached the Licensing Authority to advise that further complaints had been made to Trading Standards concerning sales of age-restricted products at the business. Three complaints were made between April and July, with one lodged just three days after the last review hearing.

Trading Standards advised they would consider visiting the premises as part of a test purchasing operation. The Licensing Authority supported this and advised a licensing officer would attend, as it appeared to be a reasonable and proportionate intervention bearing in mind the history of the business. A decision was made to defer the licensing inspection until after the result of the test purchasing operation.

I joined Trading Standards officers along with the police licensing officer on the test purchasing operation on 12th August 2024. Prior to entering I had been advised a 16-year-old volunteer had been sold a can of gin by Mr Mariflo Mariyanayagam. As I entered the store, I noted a number of 'Challenge 25' posters attached to the front door, including a double-sided handwritten sign that advised customers: "Sparkles will not sell tobacco or alcohol without aged prove if you are under 25" (**Photo 1**).



Photo 1: signage on main entrance door

I noted as the Trading Standards officers were interviewing Mr Mariflo he commented that he thought the volunteer in question was 18. This is contrary to the signage present, which suggests staff will ask for ID where anyone who looks under 25. Mr Mariflo was by himself at the time of visiting. I asked Mr Mariflo how often his daughter, Miss Luxa Mariflo (the DPS), was present at the premises, and he replied that she was there that morning.

Condition 6 of the premises licence states:

"On occasions when the venue is open for the sale of alcohol the DPS or relevant person will actively operate a 'Challenge 21 policy'. This will include a voluntary agreement to only accept identity cards with a 'pass' accreditation, passports or photoID driving licences, or any future identification card as approved by central government, as bona-fide recognised forms of identification."

It may therefore be considered there has been a breach of the premises licence.

In the licence holder's submission from the review in April 2024 ('Appendix D – Information from licence holder'), several measures were put forward to address the failings identified, which include:

- Page 3: due a number of incidents that occurred under the leadership of the previous licence holder, Mrs Mariflo, "the responsibility of the premises licence has been completely overhauled", with Miss Luxa Mariflo taking over as the new premises licence manager and DPS. A new limited company was also formed, Akshayam Ltd with responsibility moved away from Mrs Mariflo.
- Page 4: "Specific training with respect to age restricted goods has been put in place, with additional attention being given specifically to vapes and legal requirements". Staff training was also introduced and documents in place which include: age verification checks, Challenge 25, till prompts etc.
- Page 18: outlines the age verification policy in place for the premises, which includes a statement providing: "This premises operates a Challenge 25 policy. This means if anyone in any capacity attempts to purchase alcohol under the premise licence, does not appear to be 25 years of age they will be challenged to prove they are 18 years of age. Any staff selling alcohol... MUST carry out the Challenge 25 test".
- Page 21: under 'Further staff guidance for premises licences with and without sale of alcohol': "Make sure all of your staff know what Challenge 25 policy is and they have the confidence to challenge customers and refuse them".

It would appear not only have these measures have failed to address the continuing issues identified, but also the transfer of responsibility and management to Miss Mariflo has made no difference to the situation at the business, with non-compliances continuing.

Conclusion

The premises has an extended history of complaints relating to the sale of age-restricted products to children. The business has now failed three test purchasing checks in a 2-year period; in the most recent case a 16-year-old was sold alcohol with no age verification check taking place. Despite the implementation of measures to address the failings present and a change in management, the business continues to neglect its legal and social responsibilities, which is in direct contravention to the promotion of the licensing objectives.

Signed:

A black rectangular box redacting the signature of the Environmental Health Officer.

Date: 13th September 2024

Environmental Health Officer - Commercial & Licensing

Appendix 3 – Warning letter (September 2025)

Enquiries to:

Contact Name: Jason Toyne

Job Title: Senior Technical Officer - Commercial & Licensing

T: [REDACTED]

E: [REDACTED]



Kirubakaran Mahendran
Premier Cambridge Convenience Store
[REDACTED]

Thursday 25th September 2025

Our Ref: Inspection/88709

Dear Mr Mahendran,

Licensing Act 2003

**Premier Cambridge Convenience Store, 103 Cherry Hinton Road, Cambridge -
Licensing Inspection**

I write following my visit to the above premises on the afternoon of Thursday 25th September 2025.

On Friday 19th September 2025 at approximately 10:30 PC Clare Metcalfe (Licensing Officer, Cambridgeshire Constabulary) and I visited your premises (103 Cherry Hinton Road).

This was an announced visit which was arranged and discussed with yourself on the afternoon of 11th September 2025. This was followed up with an email confirming the arranged inspection and the purpose. The purpose of the inspection was to assess compliance with the premises licensing conditions – particularly conditions in Annex 3 (conditions attached after a hearing by the licensing authority).

During my visit, several matters were found that require your immediate attention. A timescale to completion is given in each case. References to conditions in the Premises Licence/law are in italics.

PO Box 700, Cambridge, CB1 0JH,
www.cambridge.gov.uk Switchboard: 01223 457000

1. Prevention of Crime & Disorder

"At least two members of staff shall be on duty after 21:00" (Annex 2, Condition 1)

When arranging the licensing inspection, you advised me that you were currently away in Bournemouth. During the inspection you stated that you have another off-licence premises in Cardiff and that you have one full time employee. You must ensure that you have reasonable staff resources.

Timescale: 28 days

2. CCTV system requirements not met

"High definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and ;" (Annex 3, Condition 5).

"Shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised council officers on request" (Annex 3, Condition 5a).

"At least one camera will show close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering" (Annex 3, Condition 5b).

"Shall cover any internal or external area of the premises where licensable activities take place" (Annex 3, Condition 5c).

"Recordings shall be in real time and stored for a minimum period of 56 days with date and time stamping" (Annex 3, Condition 5d).

"Footage shall be provided to the Police or authorised council officer within 24 hours of a request" (Annex 3, Condition 5e).

"A staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous" (Annex 3, Condition 5f).

"Appropriate signage shall be displayed in prominent positions, informing customers that they are being recorded on the CCTV" (Annex 3, Condition 6).

During the visit you could not demonstrate that the CCTV is working properly and that the date and time is correct. You could not access the CCTV footage via your mobile device, as you were locked out of the app. There were no records provided

to demonstrate that the system is checked every two weeks, to ensure its working properly. There did not appear to be a camera covering the entrance/entrances to the premises. The CCTV data storage limitations of the system could not be checked due to no access. You did not demonstrate that you were conversant with the operation of the CCTV system. No prominent signage identified informing customers that they are being recorded on CCTV. An external sign was identified adjacent to the front shutter. This was displayed for the front external CCTV camera, which was not working. The camera at the rear of the shop will likely be obstructed due to the close proximity of the premises stock.

During the inspection you mentioned that you were in the process of installing new CCTV. Please ensure that the new CCTV system ensures that you are compliant with conditions above associated with CCTV at the premises.

Timescale: 28 days

3. Not sufficient evidence of staff training

"All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act, the conditions of the Premises Licence, the sale of age restricted products.

This training will be refreshed at least every 6 months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

Age restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals

All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request" (Annex 3, Condition 7).

You did provide a record of Licensing Act 2003 training was delivered on 16th August 2025 and signed by staff member 'Elistan'. Other dates were listed and not signed under alcohol ABV levels, tobacco and E liquids/vapes. However, no records or evidence of the training content were provided.

Timescale: 14 days

4. No incident log available

"A daily incident log (electric or paper based) shall be kept at the premises and made available on request to an authorised officer of the council or the Police or the Fire Service which shall be record following" (Annex 3, Condition 8).

"All crimes reported to the venue" (Annex 3, Condition 8a).

"All ejection of patrons" (Annex 3, Condition 8b).

"Any complaints received" (Annex 3, Condition 8c).

"Any incidents of disorder" (Annex 3, Condition 8d).

"Any faults in the CCTV system" (Annex 3, Condition 8e).

"Any visit by a relevant authority or emergency service" (Annex 3, Condition 8f).

"The incident record shall be kept on the premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the premises is open"

"A record of complaints shall be maintained on the premises to record details of any complaints received. The information to be recorded shall include the date and time of the complaint and subsequent remedial action undertaken and (where disclosed) the complainants name and location"

"The record of complaints shall be kept for 12 months from the date of the last record made and shall be available for inspection on demand by the Police or authorised officers of the Licensing Authority at all times the premises are open"

No records were provided that an incident log is available at the premises. You did confirm that you received a complaint from a parent of a Special Educational Needs person. However, no written evidence or record of subsequent remedial action was provided or recorded.

Timescale: 14 days

5. Refusal log

"The licence holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for the refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards"

4

Evidence was provided that there have been 10 refusals ranging from 30.03.2025 – 17.09.2025. However, no records of the name of staff member refusing the sale.

Timescale: 14 days

6. Alcohol to be in direct line sight from counter

"All alcohol shall be stored and displayed in direct line sight from the counter/till area" (Annex 3, Condition 12).

The rear shelves displaying wine were not visible from the till location. The alcohol stock must be relocated so it is in direct line sight from the till location.

Timescale: 7 days

7. Till prompts

"Till prompts will be used for any age restricted products" (Annex 3, Condition 14)

Spirits were tested which were prompted by the till. However, a random selection of vape products were tested. This resulted in 6 vape products not flagging on the till it was an age restricted product.

Timescale: 7 days

8. No audible alarm

"Audible alarm shall be fitted so that a member of staff is alerted when the entrance door is opened" (Annex 3, Condition 15).

During the visit the entrance door was opened and closed multiple times, no audible alarm was activated to alert the member of staff that the entrance door had been opened.

Timescale: 7 days

9. No independent test purchasing

"The licence holder will arrange for an independent audit company to undertake test purchasing of age-restricted products at least every 3 months and provide the results to Trading Standards by email" (Annex 3, Condition 16).

During the inspection you did provide evidence of a letter from Trading Standards regarding a passed test purchase (28.07.2025). However, this condition relates to

arranging your own test purchase with an independent audit company. Evidence of such agreement/contract must be in place.

Timescale: 14 days

Other matters

- As discussed during the inspection you mentioned that you have moved the till/counter a couple of months ago. According to records held at the Commercial and Licensing team no minor variation has been submitted to alter the layout of the premises. Please submit an application retrospectively.
- It was also noted during the inspection there was three liquid spillages identified. Two were near the display fridges and one adjacent to a defrosting freezer. This is a slip hazard for customers and members of staff. Please follow this link for guidance: [Slips and trips - HSE](#)
- It was identified that both challenge 25 and challenge 21 signs were on display at the premises. You confirmed that the premises has a challenge 25 policy in place, so consistent signage displayed will ensure customers are aware of the challenge policy.

As I advised you, the conditions attached to a Premises Licence are binding and need to be complied with at all times licensable activity is undertaken. The licensing authority may take the view that where licensable activity is provided, such as the sale of alcohol, in breach of one or more licence conditions, that this constitutes 'unauthorised licensable activity', which is a criminal offence. The above points should have been resolved prior to you taking over the premises as both the premises licence holder and the designated premises supervisor.

I intend to undertake an unannounced visit after the timescales provided. Please ensure that yourself and staff member is conversant of the licensing conditions on your premises licence. This is to ensure that another licensing inspection can be conducted to check the above numbered points have been dealt with. Further non-compliance with licensing conditions may result in enforcement action being taken.

A copy of this letter shall be sent to PC Metcalfe for her attention.

I hope you find the above information useful; if you would like any point clarified or mentoring, then please do not hesitate to contact me at this office.

Yours sincerely,

Jason Toyne
Senior Technical Officer (Commercial & Licensing)

CC. PC Clare Metcalfe, Licensing Officer (South Cambridgeshire), Cambridgeshire Constabulary, Parkside Police Station, Parkside, Cambridge

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**LICENSING ACT 2003
ENVIRONMENTAL HEALTH REPRESENTATION FORM**

To: **Commercial & Licensing Manager**
From: **Environmental Health Manager**
Premises: **103 Cherry Hinton Road, Cambridge, CB1 7BS**
Reference: **SR/418404**

New premises licence application (295770)

Comments:

Environmental Health has **no representation** to make on this application.

However, under the prevention of public nuisance licensing objective. I recommend that the following conditions be attached, which has been agreed with the agent/applicant:

Prevention of public nuisance

1. Adequate and suitable waste receptacles must be provided to sufficiently store refuse generated from the premises
2. Deliveries to the premises, shall only take place between the hours of 07:00 and 23:00. This shall include the placing of waste, including bottles, into waste receptacles outside the premises and the emptying of waste receptacles outside the premises and the emptying of waste receptacles by a waste contractor

Signed:



Date: 28th November 2025

Senior Technical Officer - Commercial & Licensing

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RECORD OF DECISION: REVIEW APPLICATION UNDER LICENSING ACT 2003

Licensing Sub-Committee

Date: 22 April 2024

Members:

1. Cllr McPherson [Chair]
2. Cllr Griffin
3. Cllr Pounds

To consider the review application submitted by Immigration Enforcement Alcohol Licensing at the Home Office in regards to the premises licence of Luxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1 7BS.

We heard representations from the following persons:

- Mahesh Mehmi, Chief Immigration Officer, Immigration Compliance and Enforcement Team - East of England.
- Kirsty Draycott, Senior Trading Standards Officer, Cambridgeshire & Peterborough Trading Standards.
- Alex Beebe Environmental Health Officer representing the Licensing Authority.
- Premises Licence Holder and Designated Premises Supervisor Miss Mariflo. Mr Mariflo and Jane Gilliead, Agent for the Premises Licence Holder.

The reason you appeared before the Sub-Committee:

An application under section 51 of the Licensing Act 2003 for a review of the premises licence with respect to Luxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1 7BS has been received from Immigration Enforcement Alcohol Licensing at the Home Office.

The Sub Committee had to decide such steps that they consider are necessary for the promotion of the licensing objectives.

The Sub-Committee may resolve:

- (a) to leave the licence as it is;
- (b) to modify the conditions of the licence;
- (c) to exclude a licensable activity from the scope of the licence;

(d) to remove the designated premises supervisor;
(e) to suspend the licence for a period not exceeding three months;
(f) to revoke the licence. and for this purpose, the conditions of the licence are modified if any of them is altered or omitted or any new condition is added (Licensing Act 2003 section 52 (4)).

In making our decision we considered the following:

List:

Statutory provisions (Licensing Act 2003)

Statutory Guidance

Cambridge City Council's Statement of Licensing Policy

Reports

Advice from Legal Officer

Representations from

- Mahesh Mehmi, Chief Immigration Officer, Immigration Compliance and Enforcement Team - East of England.
- Kirsty Draycott, Senior Trading Standards Officer, Cambridgeshire & Peterborough Trading Standards.
- Alex Beebe Environmental Health Officer representing the Licensing Authority.
- Premises Licence Holder and Designated Premises Supervisor Miss Mariflo. Mr Mariflo and Jane Gilliead, Agent for the Premises Licence Holder.

We found the following facts:

Representations made by the Responsible Authorities and the Premises Licence Holder, Mr Mariflo and Jane Gilliead, Agent for the Premises Licence Holder all relevant.

We did not consider the following matters to be relevant:

The personal circumstances of the family.

Our reasons for this are:

The personal circumstances of the family are not relevant to the Licensing Objectives.

Our decision is as follows:

- a) To leave the licence as it is.

The Licensing Sub Committee recommends that the Licensing Authority provides the following support:

- i. That a licence inspection is undertaken within 6 months of the date of this decision.

Our reasons for reaching the decision are as follows:

There were no objections to the new Premises Licence Holder and no evidence she would not correctly fulfil the role in accordance with the Licensing Objectives.

The Sub Committee has considered the history of the premises and the fact the Premises Licence Holder is new to the Licensing trade. The Sub Committee has considered Miss Mariflo's commitment to uphold the Licensing objectives and has decided to leave the licence as it is with the above support.

Signed

Cllr McPherson

Cllr Griffin

Cllr Pounds.

Dated 22 April 2024

The applicant or those who made a relevant representation has the right of appeal to a Magistrates Court within 21 days from the date of this decision notice by contacting:

Cambridgeshire Magistrates Court, The Court House, Bridge Street, Peterborough, PE1 1ED.

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**CAMBRIDGE
CITY COUNCIL**

RECORD OF DECISION

To be completed and signed before Members return to open session to announce their decision.

**RECORD OF DECISION: REVIEW APPLICATION UNDER LICENSING
ACT 2003**

Licensing Sub-Committee
Date: 21st October 2024

Members:

1. Cllr McPherson (Chair)
2. Cllr Griffin
3. Cllr Clough

To consider the review application submitted by Trading Standards in regards to the premises licence of Luxa Sparkles, 103 Cherry Hinton Road, Cambridge, CB1 7BS, and the Designated Premises Supervisor (DPS). The premises is now called Premier Cambridge Convenience Store.

We heard representations from the following persons:

1. The Applicants:(1) Mr/s Kirsty Draycott (Trading Standards);
2. Mr Nadarajah Sasikumar, Premises Licence Holder & Designated Premises Supervisor
3. The Applicant's representative: Ms Jane Gillead, Licensing Consultant, Emag Licensing Services.
4. Interested Parties; (1) Mr/s Alex Beebe (Team Manager Cambridge City Council Licensing Authority) (2) PC446 Clare Metcalfe -Licensing Officer Cambridgeshire Constabulary

The reason you appeared before the Sub-Committee:

Cambridge City Council as the Licensing Authority has received an Application to review a premises Licence from Trading Standards in their capacity as a Responsible Authority under the Licensing Act 2003 ("the Act") for Premises Licence CCC/PRECAM000531; Premier Cambridge Convenience Store (formerly known as Luxa Sparkles) , 103 Cherry Hinton Road, Cambridge CB1 7BS

The Application was received on 2 September 2024. As required under the Licensing Act 2003, notice of the application was advertised on the Council's website and blue notices were displayed at or near the premises from 2 September 2024. The 28 days consultation period ended on 30 September 2024.

On the 23rd September 2024, an applications was received to transfer the premises licence to Mr Nadarajah Sasikumar, to make Mr Sasikumar the Designated Premises Supervisor and also to change the name of the premises to Premier Cambridge Convenience Store. The application took immediate effect. Mr Nadarajah Sasikumar, Premises Licence Holder & Designated Premises Supervisor confirmed that he did not take any responsibility, or have effective control of the Premises until 10 October 2024, despite being the Premises Licence Holder & Designated Premises Supervisor. The Sub Committee had to determine the Review application.

In making our decision we considered the following:

Statutory provisions (Licensing Act 2003)
Statutory Section 182 Guidance
Cambridge City Council's Statement of Licensing Policy
The Agenda Papers enclosing Reports
Oral submissions from the parties
Written representations from parties not in attendance
Responses to questions asked by the Members

Decision:

Having listened to all the evidence and considered the above the Members determined to **SUSPEND** the Premises Licence for a period of three (3) months from the date of service of this decision, and to modify the conditions of the Premises Licence as annexed to this decision.

The Licensing Sub Committee additionally recommends that the Licensing Authority provides the following support:

i. That a licence inspection is undertaken 6 months after the date that the suspension period is completed.

We found the following facts:

- That the Premises is in the process of being sold to Mr Nadarajah Sasikumar but it is not expected to complete for at least 2 -3 months (according to Ms Jane Gilead) with the sale being contingent on a Premises Licence existing for the Premises. This was confirmed by the Respondent and his agent in questioning and in both their submissions.
- That the Premises License was transferred with immediate effect pursuant upon s41 Licensing Act 2003 from Akshayam Limited, who had held the licence from 4 April 2024 to 23 September 2024. From that point Mr Nadarajah Sasikumar had sole control .
- Prior to that, the premises had been granted a premises licence on 10th December 2007. Mrs Priyamwatha Mariflo had been the premises licence holder from this date until the 4th April 2024 after which the licence was subsequently transferred to Akshayam Limited. The Designated Premises Supervisor (DPS) was also changed at approximately this date; Mrs Priyamwatha Mariflo's daughter, Luxa Shiny Mariflo, became the new DPS. These changes followed on from and occurred because of a Review Application submitted by Immigration Enforcement Alcohol Licensing at the Home Office, which was heard by the Licensing Sub-Committee on 22nd April 2024. The April Sub-Committee had accepted submissions from Luxa Shiny Sparkles that she understood her responsibilities as DPR and would ensure that all conditions attached to the license were met along with the licensing objectives. The April Sub-Committee decided to leave the licence in place but that a licence inspection be undertaken within 6 months of the date of their decision.
- The Sub-Committee accepted the applicant's evidence, summarised at para 3.2 of the Agenda Licensing Officer's Report that there had been a significant history of complaints associated with the premises, the sale of alcohol to under-age customers, the failure of an effective age related identification process, and at para 3.4 that a test purchasing exercise was carried out by Trading Standards on 12th August 2024, which saw alcohol sold to a 16 year old volunteer. These incidents occurred before the transfer of the premises licence Mr Nadarajah Sasikumar on 23 September 2024, but the reputation of the premises as a source of alcohol sales to under-age customers has become entrenched and established in the community and with the under-age alcohol consumers 'group'.
- Of the Responsible Authority's, only the Police and the Home Office / Immigration Enforcement Team have the power to object to an Immediate Transfer, within 14 days of notification, and they lodged no

objection during the relevant time-frame (being 23 September – 7 October 2024).

- The Sub-Committee accepted Mr Nadarajah Sasikumar's evidence that he had had no direct business, employment, social or familial link with the previous owner or the business, or Mrs Priyamwatha Mariflo, or her daughter, Luxa Shiny Mariflo, or husband Mr Mariflo Martyanayagam Premise and that he is not linked to any breaches of conditions or the licensing objectives that have occurred prior to 23 September 2024.
- Mr Nadarajah Sasikumar is managing the Premises and has rebranded the Premises as Premier Cambridge Convenience Store, which will be the focus of his business attention. He took immediate control on 23 September 2024 but confirmed that he had nothing to do with the running or management of the Premises until 10 October 2024. This surprised the sub-committee and this evidence was repeated by his agent Jane Gilead.
- Mr Nadarajah Sasikumar has said that he will provides an entirely new management team. Some of the staff temporarily remain from the previous regime. Mr Nadarajah Sasikumar said that new working practices and standards would be in place but he admitted that he was unable to locate the electronic refusals registrar at the property, which his agent had installed and trained the previous regime in, following the last Review decision in April 2024.
- Mr Nadarajah Sasikumar staff will be fully trained and experienced
- The Sub-Committee accepted Mr Nadarajah Sasikumar's evidence that he has never been sanctioned by a licensing authority.
- Mr Nadarajah Sasikumar has voluntarily agreed additional conditions proposed by Alex Beebe of Cambridge City Council Environmental Health Team. These conditions are annexed to this decision.

We did not consider the following matters to be relevant:

- The commercial interests of the former and current Premises Licence Holder – these were not relevant to the Licensing Objectives.
- The specific circumstances of the previous sales of alcohol to under age customers – it was accepted that under age sales had taken place when the previous DPS and Premises Licence holder were in charge.
- Mrs Priyamwatha Mariflo, or her daughter, Luxa Shiny Mariflo, or husband Mr Mariflo Martyanayagam's personal circumstances – these were not relevant to the Licensing Objectives.

Our reasons for reaching the decision are as follows:

Mr Nadarajah Sasikumar is managing the Premises. He took immediate control on 23 September 2024 but confirmed that he had done nothing and had not been involved with the running or management of the Premises until 10 October 2024. This surprised the sub-committee, given there was a void of management at a premises which has an acknowledge reputation for supply of under-age alcohol. This evidence was repeated by his agent Jane Gillead. It is a concern that the location of the 'refusals book' for sales to under-age customers was unknown by Mr Sasikumar.

In terms of Members' options. Clearly, it would not be appropriate and proportionate to:



- Take no action at all – the Licensing Authority takes under-age sales of alcohol particularly seriously in-line with the Section 182 guidance.
- Exclude a Licensable Activity – this would have had no impact.
- Remove the DPS – the DPS at the time of the under-age sales of alcohol had already been replaced and the Committee did not think it would be appropriate to remove the current DPS
- Revoke the Licence – Members considered revoking the Premises Licence however, Members noted that the Police did not object to the Transfer of the Licence to Mr Nadarajah Sasikumar's.
- The Applicant for Review (Trading Standard) and the Police indicated that having heard all the evidence, they would support a suspension of the Premises Licence pending the rebranding of the business and provision of an entirely new management team and staff taking over the operation of the Premises, with new working practices and standards, along with full training for staff coupled with the imposition of robust conditions regarding sale of alcohol to under age customers to enable future checking and monitoring to take place.

Accordingly, Members decided to:

- (1) Suspend the Premises Licence for a period of three (3) months – Members wish to be clear to the current, and any prospective Premises Licence Holders that under-age sales of alcohol are against the law, unacceptable, and will not be tolerated in Cambridge. Members imposed the maximum suspension available to them to send a clear message to all of the above, that should further under age sales be discovered at this Premises, revocation will almost certainly result. Members felt it was irresponsible that Mr Nadarajah Sasikumar took no part in running the business from 23 September 2024 to 10 October 2024 when he was the Premises Licence Holder. It was disappointing that Mr Nadarajah Sasikumar had not had sight of the Refusals Book, not could locate where it was kept either on the premises or electronically.

- (2) To add a series of conditions to the Premises Licence dealing with the genesis of the review, namely that the Premises has currently become a focus for under-age sale of alcohol, irrespective of the identity of the management / premises licence holder, as it was permitted by the former management. Members felt that it was appropriate and proportionate to add these conditions to promote the Licensing Objective of the Protection of Children from Harm.

The Conditions to be added to the Premises Licence are as annexed to this Record of Decision:

Signed 
.....
.....
.....
Dated 
21/10/24

The applicant or those who made a relevant representation has the right of appeal to a Magistrates Court within 21 days from the date of this decision notice by contacting:
Cambridgeshire Magistrates Court, The Court House, Bridge Street, Peterborough, PE1 1ED.

Suggested conditions – Luxa Sparkles

1. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;
 - a. shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request.
 - b. at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.
 - c. shall cover any internal or external area of the premises where licensable activities take place.
 - d. recordings shall be in real time and stored for a minimum period of 56 days with date and time stamping.
 - e. footage shall be provided to the Police or authorised Council officer within 24 hours of a request.
 - f. a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
2. Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.
3. All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:
 - the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
 - the conditions of the Premises Licence;
 - the sale of age-restricted products.

This training will be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

Suggested conditions – Luxa Sparkles

Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.

All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

4. A daily incident log (electric or paper based) shall be kept at the Premises and made available on request to an authorised officer of the Council or the Police or the Fire Service which shall record the following:

- (a) all crimes reported to the venue
- (b) all ejection of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) any faults in the CCTV system
- (f) any visit by a relevant authority or emergency service.

The incident record shall be kept on the premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the premises is open.

A record of complaints shall be maintained on the premises to record details of any complaints received. The information to be recorded shall include the date and time of complaint and subsequent remedial action undertaken and (where disclosed) the complainant's name and location.

The record of complaints shall be kept for 12 months from the date of the last record made and shall be available for inspection on demand by the Police or authorised officers of the Licensing Authority at all times the premises are open.

5. The Licence Holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.

Suggested conditions – Luxa Sparkles

6. The Premises shall operate a 'Challenge 25' age-restricted sales policy and promote it through the prominent display of posters.
7. All spirits shall be stored and displayed behind the service counter, so not available for self-selection.
8. All alcohol will be displayed in direct line of site from the counter/till area.
9. The premises licence holder or appointed person in charge will ensure that no alcohol, tobacco or e-cigarettes (vapes) will ever be purchased from sellers calling at the premises.
10. Till prompts will be used for any age restricted products.
11. Audible alarm shall be fitted so that a member of staff is alerted when the entrance door is opened.
12. The licence holder will arrange for an independent audit company to undertake test purchasing of age-restricted products at least every 3 months, and provide the results to Trading Standards by e-mail.

Part A
Licensing Act 2003
Format of premises licence
CAMBRIDGE CITY COUNCIL



Premises licence number

PRECAM 000531

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description

Premier Cambridge Convenience Store
103 Cherry Hinton Road

Post town
Cambridge

Post code
CB1 7BS

Telephone number
[REDACTED]

Where the licence is time limited the dates

N/A

Licensable activities authorised by the licence

Supply of Alcohol

The times the licence authorises the carrying out of licensable activities

Activity	Supply of Alcohol					
Day	Times					
Sun	06:00	23:30				
Mon	06:00	23:30				
Tue	06:00	23:30				
Wed	06:00	23:30				
Thurs	06:00	23:30				
Fri	06:00	23:30				
Sat	06:00	23:30				
Non Std Timings & Seasonal Variations						

The opening hours of the premises

Day	Times					
Sun	06:00	23:30				
Mon	06:00	23:30				
Tue	06:00	23:30				
Wed	06:00	23:30				
Thurs	06:00	23:30				
Fri	06:00	23:30				
Sat	06:00	23:30				
Non Std Timings & Seasonal Variations						

Where the licence authorises supplies of alcohol whether these are on and/ or off supplies

Off the premises only

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence



Registered number of holders, for example company number, charity number (where applicable)

N/A

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol



Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol



Annex 1 - Mandatory Conditions

1. No supply of alcohol may be made under the premises licence -
 - (a) at a time when there is no designated premises supervisor in respect of the premises, or
 - (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
 - (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either-
 - (a) a holographic mark, or
 - (b) an ultraviolet feature.
4. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
5. For the purposes of the condition set out in paragraph 4-
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979(6);
 - (b) "permitted price" is the price found by applying the formula-

$$P = D + (D \times V)$$

where-

- (i) P is the permitted price,
 - (ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence-
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) "valued added tax" means value added tax charged in accordance with the Value Added Tax Act 1994(7).
6. Where the permitted price given by Paragraph (b) of paragraph 5 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
 7. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 5 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
 - (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 - Conditions consistent with the operating schedule

No adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children shall be permitted in the premises at any time.

General

-

The Prevention of Crime & Disorder

1. At least two members of staff shall be on duty after 21.00.
2. Security shutters with security locks shall be installed to the front and rear.

Public Safety

3. Firefighting equipment shall be installed at the premises and maintained in working order.

The prevention of public nuisance

4. Adequate and suitable receptacles must be provided to receive and store refuse from the premises.

The protection of children from harm

-

Annex 3 - Conditions attached after a hearing by the licensing authority

5. High definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;

- a. shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request.

- b. at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.

- c. shall cover any internal or external area of the premise where licensable activities take place

- d. recordings shall be in real time and stored for a minimum period of 56 days with date and time stamping

- e. footage shall be provided to the Police or authorised Council officer within 24 hours of a request

- f. a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licencing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous

6. Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on the CCTV

7. All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:

- the Licencing Act 2003 in terms of the licencing objectives and offences committed under the Act
- the conditions of the Premises Licence
- the sale of age-restricted products

This training will be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licencing Authority upon request

Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.

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13. The premises licence holder or appointed person in charge will ensure that no alcohol, tobacco or e-cigarettes (vapes) will ever be purchased from sellers calling at the prices.

14. Till prompts will be used for any age restricted products.

15. Audible alarm shall be fitted so that a member of staff is alerted when the entrance door is opened.

16. The licence holder will arrange for an independent audit company to undertake test purchasing of age-restricted products at least every 3 months and provide the results to Trading Standards by e-mail.

Annex 4 - Plans

See attached.

This licence was granted on:	10 th December 2007
This licence was reviewed on:	22 nd April 2024
This licence was reviewed on:	21 st October 2024

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