

## **CONSIDERATION OF AN APPLICATION FOR A PREMISES LICENCE TO BE GRANTED**

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

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**To: Licensing Sub-Committee:**

**Report by: Wangari Njiiri**

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**Wards affected: Coleridge**

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### **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](mailto:taxi@cambridge.gov.uk).

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