

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.

Appendix 1- Copy of additional conditions placed on Premises Licence 21st October 2024

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