

## 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

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