



Alcohol and Entertainment Licensing Sub-Committee (C) – Supplementary Agenda (3)

Thursday 26 September 2013 at 7.00 pm
Conference Hall - Brent Civic Centre, Engineers Way,
Wembley, HA9 0FJ

Membership:

Members

Councillors:

Harrison (Chair)
Hunter
Jones

first alternates

Councillors:

Allie
HM Patel
Beswick

second alternates

Councillors:

Arnold
Sneddon
Mrs Bacchus

For further information contact: Toby Howes, Senior Democratic Services Officer
020 8937 1307, toby.howes@brent.gov.uk

For electronic copies of minutes, reports and agendas, and to be alerted when the minutes of this meeting have been published visit:

democracy.brent.gov.uk

The press and public are welcome to attend this meeting

Supplementary Agenda (3)

Introductions, if appropriate.

Apologies for absence and clarification of alternate members

Item	Page
3 Application by Luke Allen for a variation to the premises licence for 'The Shop' (75 Chamberlayne Road, London, NW10 3ND) pursuant to the provisions of the Licensing Act 2003	1 - 22
4 Application by Nuno Rodrigues for a premises licence for 'Grill 4 You' (758 Harrow Road, London, NW10 5LE) pursuant to the provisions of the Licensing Act 2003	23 - 30



Please remember to **SWITCH OFF** your mobile phone during the meeting.

- The meeting room is accessible by lift and seats will be provided for members of the public.

Agenda Item 3

Dear Mr Chance

I act in relation to The Shop and their application for variation to their premises licence to be heard before Brent Licensing Committee on Thursday evening.

My clients will be represented by my counsel, Rachel Kapila, from 3 Raymond Buildings.

Having spoken with my counsel we feel it would be helpful to provide you with the following documentation:-

1. A copy of the decision in Taylor and Manchester City Council.
2. A list of conditions which have been agreed by the applicant with the police and Public Safety Officer, who are not making any representation to the application.
3. A copy of my client's menu and drinks list and a copy of various articles which refer to The Shop and which you will see are complimentary and are referred to as an asset to the local area.

We have asked our client to bring copies of the articles, drinks menu and menu to the hearing as well.

I would be most grateful if you would kindly acknowledge receipt of the attached documentation. As I have said Ms Kapila will be representing the applicant, Ben Magid and Luke Allen who own the premises and who will also be present for the hearing on Thursday.

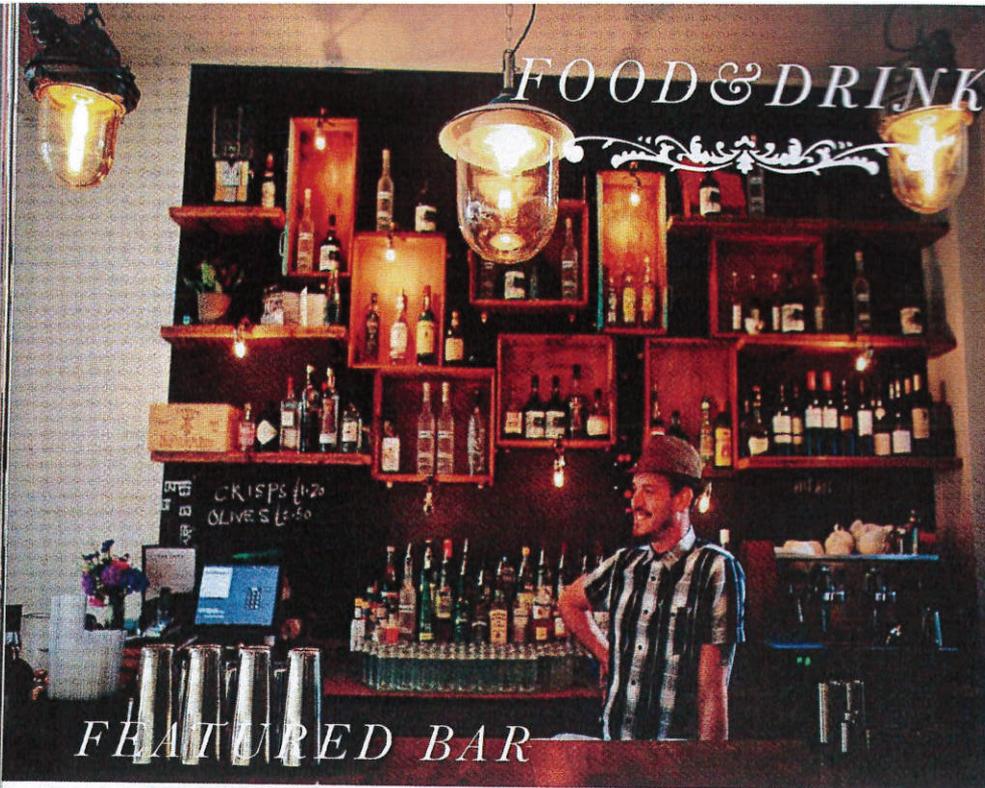
Kind regards.

Lisa

Lisa Inzani
For and on behalf of
Bevan Kidwell LLP
113 - 117 Farringdon Road
London
EC1R 3BX

Tel: 020 7843 1820
Fax: 020 7278 4685

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FEATURED BAR

The Shop, NW10

75 Chamberlayne Road
NW10
020 8969 9399
theshopnw10.com

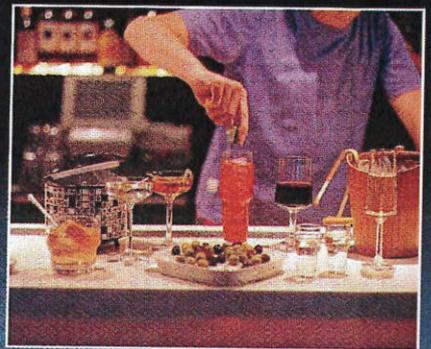
The Shop is a community cocktail bar. Its short life has already seen it play host to cupcake workshops, sales of vintage clothes, art exhibitions and a range of random happenings in a space that's designed to evolve with its folk.

It's even been the subject of a rave in the Telegraph and uniquely, everything in it is for sale. Like the pictures on the walls? They could be yours. Fancy the chairs? Make an offer.

Cocktails, served in recycled jamjars and milk bottles, include the Shop Assistant (tequila, lime, honey, raspberries, lager), Once Loved (rum, coco, pineapple and crème de abricot) and the purist Size Zero (prosecco, peach puree) while snacks include scotch eggs and pork pies. Owners Luke Allen and Ben Magid launched the venue in response to a lack of cocktails in Kensal Rise and the place has a happy, easy vibe with a creative edge. Don't miss the beery celebrations for Oktoberfest – this shop will be a keeper. 🍻

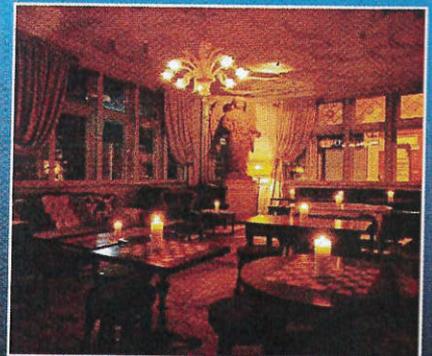


Take 3 Local bars



TRAILER HAPPINESS

This dive bar with a tiki theme and a kitsch feel has a thing for rum cocktails and who could resist?
177 Portobello Road W11
020 7065 6821



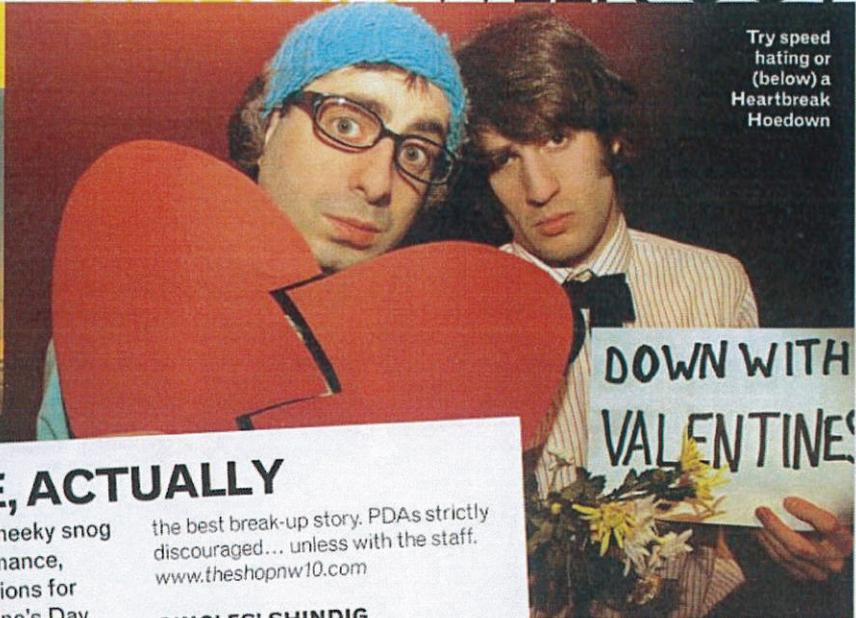
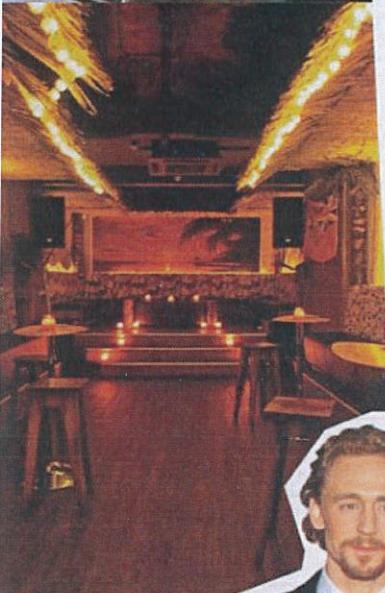
PARADISE

With its variety of different drinking spaces and very own karaoke room, Paradise is the ultimate cocktail venue. All quirky furniture (wonky lamps, old pieces of taxidermy) and gothic glamour, this is a venue for all occasions.
19 Kilburn Lane W10
020 8969 0098

PORTOBELLO STAR

Launching its very own gin distillery imminently, Portobello Star is a small but serious watering hole soon to become a gin palace. Watch this space. portobellostarbar.co.uk
171 Portobello Road W11
020 7229 8016

top: Dean Street Townhouse; Call Lane Social; The Criterion Theatre; Tom Hiddleston



Try speed hating or (below) a Heartbreak Hoedown

NOT LOVE, ACTUALLY

Whether you want a cheeky snog or to steer clear of romance, we've got the best options for single girls on Valentine's Day.

SPEED HATING

Cringe at the thought of speed dating? London club Feeling Gloomy brings us Down With Dating – a singles' night with a mass Blind Hate (sample question: Which tropical disease would you most liken yourself to?). Because cynics deserve love too. £10, Sat 11th, Islington; www.feelinggloomy.com

FLOWER POWER

In Hawaii, the girls signal they're single by tucking a flower behind their ear. Try it out at hip Leeds bar Call Lane Social, which has transformed its upstairs space into a traditional Tiki bar. Need some Dutch courage to chat up that hot man? The rum cocktails are sure to help. www.calllanesocial.co.uk

SEXY SLEEPOVER

You might not have found Mr Right, but maybe you've bumped into Mr Right Now. London's Dean Street Townhouse has launched The Soho Sleepover for those, er, unexpected encounters. Order dinner after 11pm and you can book into one of their rooms for just £50 (usually up to £410). You even get Cowshed goodies. www.deanstreettownhouse.com

ROMANCE IS DEAD

North London bar The Shop is holding a Valentine's Day Massacre event on the 14th. Heartbreak-themed cocktails include the 'It's Not You It's Me' and the 'Sour Grape'. The music policy is punk and rockabilly and there's a prize for the person with

the best break-up story. PDAs strictly discouraged... unless with the staff. www.theshopnw10.com

SINGLES' SHINDIG

Singletons in Sheffield use the most romantic day of the year as an excuse to party at the Heartbreak Hoedown. There's live music, DJs and comedy – plus tears in jars, dead flowers, Cupids in nooses and meals for one. £7, Fri 10th; www.therudeshipyard.com

TAINTED LOVE

Want to avoid schmaltz and spend a night with one of our hottest actors? London's Criterion theatre is holding a special version of its Stories Before Bedtime night. Tom Hiddleston from War Horse is among those reading tales of love gone wrong. £12.50, Fri 10th; www.criterion-theatre.co.uk

CUPIDS IN NOOSES
ANTI-VALENTINE'S FESTIVAL



THE RUDE SHIPYARD
89 ABBEYDALE ROAD, SHEFFIELD
HEARTBREAK HOEDOWN
LUNCH PARTY FRIDAY 10TH FEB
IGGLERS CORNER, QUEENS ROAD
LIVE MUSIC, POETRY AND
PROSE ALL WEEKEND

Enjoy an anti-Valentine's cocktail at The Shop



TOM HIDDLESTON, FROM WAR HORSE, WILL JOIN NIAMH CUSACK TO READ TALES OF LOVE GONE WRONG

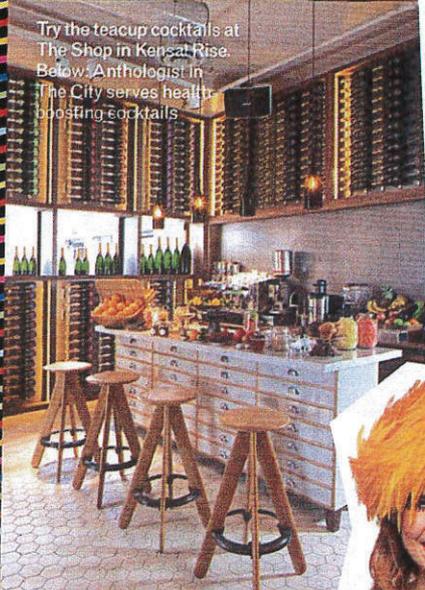
WEEK IN WEEK OUT

Have a guilt-free vodka, lime and soda – just 50 calories a glass



Trendy Hamilton bar in Edinburgh. Below: try new health-boosting Kamm & Sons

Try the teacup cocktails at The Shop in Kensal Rise. Below: Anthologist in The City serves health-boosting cocktails



THE DOABLE DETOX!

So how's that New Year's no drinking resolution working out? Thought so. Luckily, our favourite barfly, Barchick (Barchick.com), has some advice on how to do January in semi-virtuous style...

MAKE MINE SUGAR-FREE

The average G&T contains more than 200 calories, but you can cut out 100 by mixing yours with slimline tonic instead. A vodka with fresh lime and soda is even better – at just 50 calories.

TRY A DIY COCKTAIL

Make yours a Tommy's Margarita – a low-cal version of the original, which uses low GI agave syrup as sweetener: 45ml tequila, preferably 100% agave; 30ml lime juice, freshly squeezed; 15 ml agave syrup, cut with water. Shake all ingredients with ice and strain into an ice-filled glass.

TAKE TIME FOR TEA

Tea is full of antioxidants, so why stick to a morning cuppa? Cocktail legend Tony C from London bar 69 Colebrook Row has created the Silver Mountain cocktail, which uses the Rare Tea Company's purest Silver Tip White tea and a kick of Japanese Shochu. Or check out the teacup cocktails in hot new hangout The Shop in Kensal Rise, London.

STAY IN HIGH SPIRITS

Kamm & Sons is the hottest – and healthiest – new spirit around. Like gin, it's made from juniper berries, but also contains four types of ginseng, along with

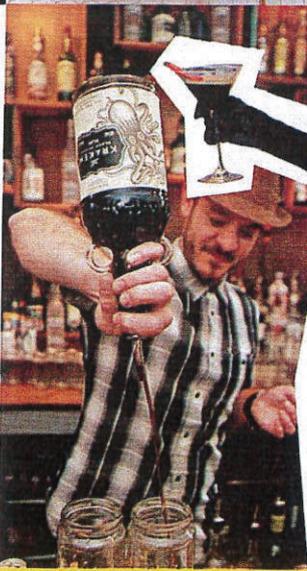
manuka honey and echinacea – perfect for boosting your immune system. Available from £19.25.

GET A HEALTHY KICK

Bar-restaurant Anthologist in The City has a dedicated superfood section on their menu, where all the cocktails are packed with health-boosting ingredients. Try an Under The Goji Spell – filled with vitamins. www.theanthologistbar.co.uk

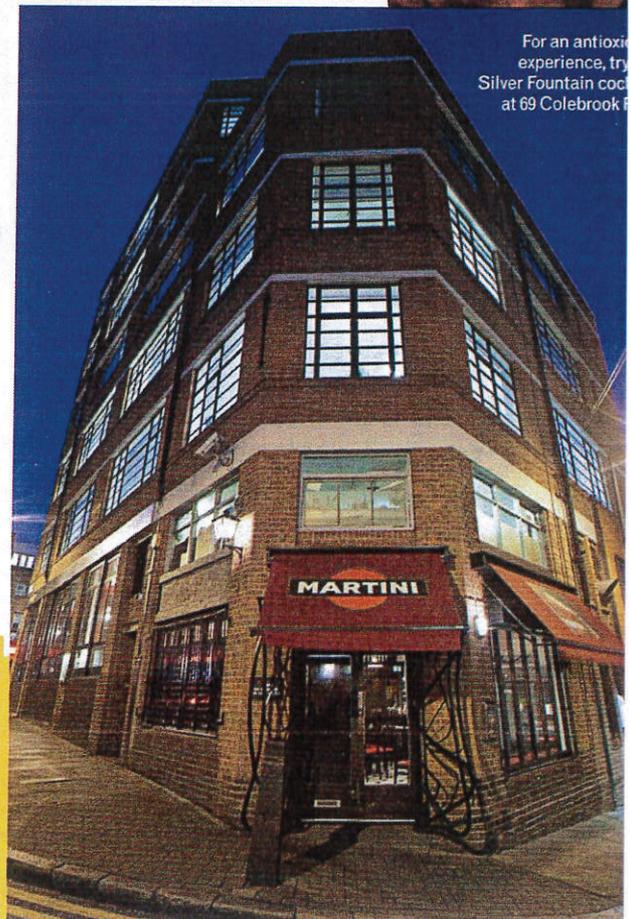
DARE TO BE DRY

Staying on the wagon doesn't have to mean staying at home. At super-cool bar Hamiltons in Edinburgh, alcohol is strictly optional – and their non-boozy cocktails are anything but boring. The bartenders will make you up a delicious creation from that day's fresh, organic ingredients. Make ours a double! www.hamiltonsedinburgh.co.uk



PALOMA FAITH IS SUCH A COCKTAIL FAN, SHE HAD ONE NAMED AFTER HER. KEEP THE FAITH IS A MIX OF TIA MARIA, CHOCOLATE LIQUEUR AND CHILLI. FIERY!

For an antioxidant experience, try Silver Fountain cocktail at 69 Colebrook Row



THE SHOP

NW10

COCKTAIL LIST

SHOP CREDIT £9.00

Babicka wormwood vodka with lime, elderflower, pomegranate and topped with Prosecco

TOMMYS £7.50

100% Agave tequila from Calle 23 shaken with fresh lime and agave syrup. It's the best

KENTUCKY PEACH £7.50

Rebel Yell Bourbon with lime and apricot topped with peach ice tea

YOUR MUM RANG £7.50

Vodka, vanilla and rhubarb topped with ginger ale

GIN GIN MULE £7.50

Beefeater London gin shaken with lime ginger wine and apple topped with ginger beer

BRAMBLE £7.50

Gin lemon and sugar kissed with creme de mure

CASH BACK £7.50

Flor de Cana rum shaken with lime, passionfruit and Aperol

CHAPERONE £7.00

Aperol Spritz, Aperol, lemon, passion fruit topped with prosecco

ONCE LOVED £8.50

Kraken rum, orange, pineapple and coconut shaken with orange bitters and apricot

SHOP ASSISTANT £8.00

Fresh raspberries with tequila lime and agave, shaken and topped with a little light beer

WOLF PACK £7.50

Vodka, passion fruit, lime and pink grapefruit juice with a splash of pomegranate

PINEAPPLE HEAD £7.50

Kraken Dark Spiced rum shaken with lime, maple syrup and pineapple juice

BLIND BUSINESSMAN £7.50

Rebel Yell Kentucky Bourbon with lime, sour cherry and apple juice

HURRICANE £7.50

Kraken Dark Spiced Rum and Appletons VX estate with vanilla passionfruit syrups and orange and pineapple juices,

HIBISCUS FIZZ £4.00

A preserved hibiscus flower, a dash of elderflower topped with prosecco

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THE SHOP

NW10

Wines

Red

Bergerie de La Bastide, French, 2011, Gls £4.10, £18.50

Santa Julia Organic Malbec, Argentina, 2011, gls £5.30, £21.00

Hacienda Grimon Rioja Tempranillo, Spain, 2008, £24.00

Domaine Chapoton, Cote Du Rhone, France, 2011, £29.00

White

Lesc, Cotes De Gascogne, France, 2011, gls £4.30, £17.50

Tre Fili, Pinot Grigio, Italy, 2011, gls £5.30, £21.00

Petit Bourgeois, Sauvignon Blanc, France, 2011, £26.00

Rose

Chateau Nestuby, Cote de Provance, France, 2011, gls £6.80,
£28.50

Prosecco

Terra Serena, Prosecco Treviso, Italy, gls £4.75, £26.50

The Shop NW10, Add: 75 Chamberlayne Rd NW10 3ND, Tel: 020 8969 9399,

Vat: 116 3761 25

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THE SHOP

NW10

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THE SHOP NW10

THE SHOP NW10

THE SHOP NW10 IS WEST LONDON'S ANSWER TO A NEW YORK STYLE DIVE BAR. FOUNDED BY LUKE ALLEN & BEN MAGID, WHO'S LIFELONG DREAM WAS TO OPEN A BAR. IT COMBINES THE LAIDBACK VIBE OF YOUR CORNER SHOP, WITH AN UPSCALE COMMITMENT TO QUALITY THAT MIGHT OTHERWISE LURE YOU FURTHER AFIELD.

COCKTAILS ARE SERVED IN MILK BOTTLES OR JAM JARS, AND EVERYTHING THAT ISN'T NAILED DOWN IS FOR SALE. YOU COULD COME DRINKING AND FIND YOURSELF LEAVING WITH AN ANTIQUE TABLE, LIGHT FIXTURE OR A NEW PRINT. SINCE THE LAUNCH IN JULY 2011, THE SHOP HAS ESTABLISHED A LOYAL FOLLOWING FROM THE LOCALITY AND BEYOND. IT'S A VERSATILE AND CREATIVE VENUE / SHOPFRONT.

- SINCE LAUNCHING OUR EVENTS DIVISION WE HAVE BOTH HOSTED AND PRODUCED BESPOKE EVENTS. A SELECTED LIST OF CLIENTS CAN BE SEEN BELOW

PRODUCED

LOFT STUDIOS
SAVANNAH MILLER
YMC - YOU MUST CREATE
USED MAGAZINE
STUDIO SPACE
ELITE MODELS
HARVEY NICHOLS
VOGUE FASHION NIGHT OUT -VFNO
KAREN MILLEN

HOSTED

BROKEN DOLL'S BAR BOUTIQUE
COOKIE GIRL 'POP UP TEA PARTY'
XMAS MARKET 'SPICE AND ALL THINGS NICE'
PING TRON - SPONSORED BY BELVEDERE
DJ 'WHEELIE BAG'
KOSHER ROAST
ART EXHIBITION OF GRAFFITI MUNDO
ANNA MAES - AMERICAN STREET FOOD
WHEN MAC MET CHEESE

KAREN MILLEN elite YMC VOGUE HARVEY NICHOLS LOFT STUDIOS FASHION'S NIGHT OUT USED

THE SHOP 'UP' SERVICES

THE SHOP 'UP' MOBILE BARS, INCLUSIVE
OF ALL BAR WARES

THE SHOP 'UP' BAR & CATERING STAFF

BESPOKE COCKTAIL & CATERING DESIGN

DJ'S

LIGHTING & SOUND

COCKTAIL GIFT DESIGN

THE SHOP 'UP' EVENTS

FASHION SHOWS, LAUNCH PARTIES, WAREHOUSE RAVES,
PRIVATE PARTIES, WEDDINGS ETC.

FEATURED PRESS

VOGUE

"WE LOVE THE SHOP ASSISTANT (TEQUILA, LIME, HONEY AND FRESH RASPBERRIES TOPED WITH BEER)"

BAR CHICK

"THE GUYS BEHIND KENSAL RISE'S HOTTEST NEW HANGOUT ARE ALL LAID BACK, COOL AND CREATIVE – AND THAT'S EXACTLY WHAT THIS BAR IS ALL ABOUT."

ES MAGAZINE

"THE SHOP, A COCKTAIL BAR-CUM-CURIOSITY SHOP IN KENSAL RISE, SERVES COCKTAILS IN JAM JARS AND EVERYTHING. BOOK A BIG TAXI AS YOU MIGHT GO HOME WITH MORE THAN JUST YOUR DATE."

COCKTAIL LOVERS

"WHAT THEY'VE CLEVERLY DONE IS GONE FOR THAT ELEGANT SLUMMING FEEL, SOURCING RECLAIMED FURNITURE AND FITTINGS AND MIXING THEM UP WITH BANG-ON-THE-MONEY MODERN ART."

SOCIETE PERRIER

"IF ONLY ALL RETAIL OUTLETS WERE AS ECLECTIC AND INDEPENDENT AS THIS. THERE WOULDN'T BE AN ECONOMIC SLUMP. SERIOUSLY."

TIME OUT

"WITH AN ETHOS REFLECTED IN ITS COCKTAIL MENU-MIXOLOGY BY THE NAME OF 'HABADASHERY', AND 'ONCE LOVED' - THE WARES ON OFFER WILL BE OF THE HANDMADE AND UPCYCLED VARIETY."

VIDEO LINKS

THRILLIST

[HTTP://WWW.THRILLIST.COM/BARS/LONDON/NW10-3ND/
NOTTING-HILL/THE-SHOP-NW10_CHEAP-DRINKS_GREAT-
COCKTAILS_OUTDOORS_SHOPS](http://www.thrillist.com/bars/london/nw10-3nd/notting-hill/the-shop-nw10-cheap-drinks-great-cocktails-outdoors-shops)

PING TRON

[HTTP://WWW.YOUTUBE.COM/WATCH?V=0_DX6AIXH10](http://www.youtube.com/watch?v=0_DX6AIXH10)

USED MAGAZINE

[HTTP://VIMEO.COM/32507050](http://vimeo.com/32507050)

THE SHOP LAUNCH

[HTTP://VIMEO.COM/28106566](http://vimeo.com/28106566)



ALL PRESS SINCE OPENING

BARCHICK – MOST WANTED: IMOGEN ELLIOTT FEATURED ON THE SITE: 18.01.12

GRAZIA – THE SHOP FEATURED IN 'WEEK IN WEEK OUT' PAGE ABOUT HEALTHY COCKTAILS: 17.01.12

ES MAGAZINE/THE EVENING STANDARD – 50 WAYS TO TAKE THE PAIN OUT OF THE PARTY SEASON: THE SHOP LISTED AS NO.4: CIRC: 6.10.226, 02.12.11

CITY & ANGEL MAGAZINE – HALF PAGE 'BAR OF THE MONTH' FEATURE WITH PHOTO: CIRC: 42,000, DECEMBER ISSUE

TIME OUT – NOW HIRE THIS – LIFESTYLE BLOG WITH FULL LISTING FOR CHRISTMAS MARKET AT THE SHOP: 26.11.12

THE EVENING STANDARD – FULL PAGE FEATURE ON JEWISH FOOD TRENDING IN LONDON: CIRC: 610,226, FULL MENTION OF KOSHER ROAST AT THE SHOP: 27.11.12

LONDON UNLIKE – LISTING PREVIEW FOR THE KOSHER ROAST: 24.11.11

VANITY FAIR ITALY – INCLUSION OF THE SHOP IN THEIR TRENDS PAGE: DECEMBER ISSUE

VOGUE – QUARTER PAGE IN THE 'SECRET ADDRESS BOOK' DECEMBER ISSUE

BARCHICK EVENTS LISTING – FOR THE X-MAS MARKET AND KOSHER ROAST – NOVEMBER

HOT DINNERS – PREVIEW OF KOSHER ROAST – 10.11.11

TIME OUT – NOW HERE THIS BLOG- KOSHER ROAST PREVIEW – 09.11.11

ZAGAT ONLINE – PREVIEW OF KOSHER ROAST: 04.11.11

SQUARE MEAL VENUES & EVENTS – FEATURED IN LONDON NEWS SECTION: AUTUMN ISSUE

STEVEREX ONLINE – FEATURED HALLOWEEN PARTY: 25.10.11

LONDON UNLIKE – FEATURED HALLOWEEN PARTY: 25.10.11

URBAN JUNKIES – FEATURED HALLOWEEN PARTY ON THEIR AGENDA PAGE: 25.10.11

LONDON ON THE INSIDE – FEATURED HALLOWEEN PARTY: 24.10.11

ABSOLUTELY MAGAZINE – NEW FREE RESIDENTIAL MAGAZINE FOR NOTTING HILL – OCTOBER

FOODIE MAGAZINE – REVIEW AND COCKTAIL RECIPE FOR THE ONCE-LOVED COCKTAIL – OCTOBER ISSUE

WEST LONDON LIVING – REVIEW OF THE BAR: NOVEMBER ISSUE

DELICIOUS LONDON NEWSLETTER – REVIEW AND IMAGE INCLUDED: 03.10.11

VIEW LONDON – 5 STAR REVIEW ON THE TOP LISTINGS WEBSITE FOR LONDON: 28.09.11

HARVEY NICHOLS NEWSLETTER – ROUND UP OF VOGUE FASHION NIGHT 'OUT: 27.09.11

THE TELEGRAPH ONLINE – 'LONDON'S BEST BARS' FEATURED IN THE TRAVEL SECTION: 16.09.11

IMBIBE MAGAZINE – HALF PAGE IN THE 'WHOWHATWHERE?' PAGE: CIRC: 12,000, SEPT/OCT ISSUE

LONDON UNLIKE (LONDON CITY GUIDE FOR THE ONLINE GENERATION) – FEATURED THE BAR WITH IMAGES: 09.11

PARK LIFE – BLOG FOR QUEENS PARK AND KENSAL RISE: FEATURED THE BAR AND COOKIE GIRL POP-UP: 12.09.11

BLAZIN STAR BLOG FROM EXPERIENTIAL MARKETING EXPERTS – 07.09.11

LONDON ON THE INSIDE – TREND WEBSITE ABOUT THE HOTTEST MUSIC, FASHION AND FOOD/DRINKS IN LONDON. FEATURED THE BAR WITH IMAGE AFTER A VISIT: 05.09.11

CLASS MAGAZINE – MENTIONED IN A FEATURE ON BOTTLED COCKTAILS: SEPTEMBER ISSUE

THE GROVE – PROMOTIONAL FEATURE: (CIRC: 46,000) SEPTEMBER ISSUE

METRO – INCLUDED IN CARNIVAL ROUNDUP: (CIRC: 726,000) 26.08.11

THE COCKTAIL LOVERS – INCLUDED IN CARNIVAL ROUNDUP: 26.08.11

INNERPLACE – CONCIERGE NEWSLETTER: 24.08.11

SQUARE MEAL ONLINE – FEATURED ON THEIR HOME PAGE OF LATEST BAR OPENINGS: 15.08.11

URBAN JUNKIES – FEATURED ON THEIR AGENDA FOR 'WHAT TO DO ON 15.08.11 (10.08.11)

THE HANDBOOK – NEW BAR LISTING ON PREVENTS RESOURCE WEBSITE/NEWSLETTER: 10.08.11

CLASS MAGAZINE – REVIEWED IN 'ABOUT TOWN IN LONDON': AUGUST ISSUE

SOCIETE PERRIER – NEW BAR REVIEW FOR INTERNATIONAL LIFESTYLE WEBSITE SPONSORED BY PERRIER WATER: 3RD AUGUST

DESIGN MY NIGHT – NEW BAR LISTING: 1ST AUGUST

THE COCKTAIL LOVERS – FULL REVIEW WITH IMAGES: 30TH JULY

THE GIN MONKEY – NEW BAR LISTING: 27TH JULY

THRILLIST.COM – INTERNATIONAL TREND EMAIL FEATURING VIDEO AND REVIEW: 26.07.11

PLASTIC BONES – STREET ART BLOG FEATURING IMAGES FROM THE LADIES LOOS: 24TH JULY

THE GROVE MAGAZINE – MENTION IN 'FOOD NEWS': CIRC: 46,000 – AUGUST ISSUE

EVENING STANDARD – BARCHICK BAR REVIEW: CIRC: 700,000 – 21ST JULY

BARCHICK – FULL BAR LISTING/SUPPORTED ON TWITTER: 20TH JULY

BRAZILIAN VOGUE

ITALIAN VANITY FAIR – STYLE MEMO

LINKS

[HTTP://VIMEO.COM/32507050](http://vimeo.com/32507050)

[HTTP://PARK-LIFE.ORG/2011/09/THE-SHOP-COCKTAIL-BAR-KENSAL-RISE/](http://park-life.org/2011/09/the-shop-cocktail-bar-kensal-rise/)

[HTTPS://GUIDEPAL.COM/LONDON/BARS--NIGHTLIFE/THE-SHOP](https://guidepal.com/london/bars--nightlife/the-shop)

[HTTP://WWW.COMPLEX.COM/STYLE/2012/10/THE-50-MOST-STYLISH-NEIGHBORHOODS-IN-THE-WORLD/LADBROKE-GROVE](http://www.complex.com/style/2012/10/the-50-most-stylish-neighborhoods-in-the-world/ladbroke-grove)

[HTTP://RISEGUIDE.CO.UK/THE-SHOP-IS-MENTIONED-IN-ELLE-MAGAZINE/](http://riseguide.co.uk/the-shop-is-mentioned-in-elle-magazine/)

[HTTP://WWW.WORLDBESTBARS.COM/UNITED-KINGDOM/LONDON/WEST-LONDON/THE-SHOP](http://www.worldsbestbars.com/united-kingdom/london/west-london/the-shop)

[HTTP://WWW.COMPLEX.COM/STYLE/2012/10/THE-50-MOST-STYLISH-NEIGHBORHOODS-IN-THE-WORLD/LADBROKE-GROVE](http://www.complex.com/style/2012/10/the-50-most-stylish-neighborhoods-in-the-world/ladbroke-grove)

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**PLEASE RESPECT OUR
NEIGHBOURS
AND LEAVE QUIETLY
AS THIS IS A
RESIDENTIAL AREA.**

THANK YOU.

THE SHOP.

**THE USE OF ILLEGAL
SUBSTANCES WILL NOT BE
TOLERATED.**

**ANY PERSONS CAUGHT IN
POSSESSION WILL BE
REMOVED AND THE POLICE
WILL BE CALLED.**

**THANK YOU.
THE SHOP.**



Working together for a safer London

TERRITORIAL POLICING



**Brent Borough
Licensing Department**

The Licensing Officer
Health Safety and Licensing
London Borough of Brent
PO Box 411
Brent House
349/357 High Road
Wembley
HA9 6EP

Your re

Our ref: 29072013

Wembley Police Station
603 Harrow Road
Wembley
HA0 2HH
Tel: 020 8733 3206
Fx: 020 8733 3101
Email:
nicola.mcdonald@met.police.uk
www.met.police.uk

Date 25th Sept 2013

**Police Representation to the application for a Premises Licence for 'Grill 4 U'
758 Harrow Road, NW10 5LE.**

I certify that I have considered the application shown above and I wish to make further representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

I am of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below.

Officer: Nicola McDonald

PC 157QK Licensing Constable

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a premises Licence under section 17 of the act. The Police representations are primarily concerned with crime and disorder.

Since the initial police representations were made neither the applicant nor the applicant's agent have responded.

I visited the premises on Friday 20th September 2013 at 2320hours. A male who gave his name as Nuno Rodrigues was alone in the premises. I understand Nuno Rodrigues to be the applicant for the premises licence. His English was poor and he was also under the influence of alcohol (there was a partially consumed bottle of Whisky on the table where he was sitting). I left my business card with Mr Rodrigues and asked him to get Mr Rocha (his agent) to contact me on Tuesday 24th September. Mr Rocha has not made any contact. It is difficult to progress this application without speaking to the agent.

Police are requesting that the hearing for this application be adjourned. Neither I nor my two colleagues within Brent Police Licensing unit can be present at the hearing on 26th September because we are all required to attend a central licensing seminar and therefore the times for our tour of duty have been changed.

This case has not been adjourned previously. Although the initial application was made on 10th July 2013, it was not accepted as a complete application by the licensing Authority until 22nd July 2013 because the application was missing details in regard to the DPS. The applicant and agent on this occasion failed to respond to e mails and voice mails from Grace Rudman a licensing support officer.

However after the application was accepted the consultation period again had to be suspended because after a visit by LBB licensing enforcement officer Esther Chan, it was discovered that the plans submitted with the application were in fact not showing a true reflection of the premises layout.

These delays are the fault of the applicant and agent not any responsible authority.

Police do not believe that it would be in the public interest to hear this application without evidence being given by police. If the committee see fit to hear this application in there absence I would like to bring the following to your attention.

On Thursday 8th August 2013 LBB licensing enforcement officer Esther Chan visited the premises and noted there was empty bottles of alcohol on the tables.

On Friday 23rd August 2013 LBB Licensing enforcement officer Lavine Miller-Johnson visited the premises. Both Mr Rodrigues and Ana Maria Silva (DPS) were present. When Lavine explained that alcohol could not be supplied as the licence had not been granted, Ana said she would be allowing customers to purchase a meal and a beer as a special offer. Lavine advised Ana that this would not be possible as alcohol was still being sold even if you are selling it in the price of a meal. Ana told her that her agent Jose Manuel Rocha had told her that it was ok for her to sell the beer with a meal. I explained to Ana that the agent had miss-informed her and if she did continue to sell beer with a meal over the carnival period then enforcement action would be taken.

On Friday 20th September 2013 at 2320hours I attended the venue. The front door was locked, I could see one male sitting at a table drinking from a bottle of whisky and smoking a cigarette. I knocked on the door and showed my warrant card. The male unlocked the door and identified himself as Nuno Rodrigues, he spoke very little English and was under the influence of alcohol. I noticed sitting on the bar was approximately six used wine glasses. Some of them had the remains of red wine. Mr Rodrigues said customers bought it at the shop down the street and brought it in to the restaurant. In the bin behind the bar I saw an empty bottle of red wine that did not have a price tag and an empty bottle of Sagres beer. I also saw on the floor behind the bar a partially consumed large commercial box of red wine with the tap exposed. I believe this applicant is and has been showing blatant disregard to the licensing legislation and supplying alcohol without authority. I explained to Mr

Rodrigues he could not smoke in the venue even when it is closed to the public as it is a work environment and is breaching the Health Act.

Police now have reservations that the management of this venue will strive to uphold the licensing objectives and therefore consider the opening hours of this venue to be excessive as it is located in a residential block of flats and music and entertainment will be provided.

If this application is heard in the absence of Police and the licence is granted, Police request the conditions on page 91 are attached to the licence and licensable activity ceases at midnight on Friday and Saturdays and 2300 hours the remainder of the week with closing time thirty minutes after each.

Yours Sincerely

Nicola McDonald PC157QK
Licensing Constable
Brent Police

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From: Chan, Esther [<mailto:Esther.Chan@brent.gov.uk>]
Sent: 09 August 2013 12:12
To: 'manuelrocha@hotmail.com'
Cc: Martin, Simon; Patel, Yogini; Rudman, Grace; Miller-Johnson, Lavine; Kerai, Alpesh; Adolphus Adrian - QK; Mortimer Nick - QK; McDonald Nicola - QK
Subject: Application Consultation -Grill 4 U, 758 Harrow Road, London, NW10 5LE (ref: 1707179)
Importance: High

LICENSING ACT 2003
Licence: Variation Application
Reference: 1707179

Dear Mr Rocha,

Agent: Jose Manuel Rocha
Applicant: Mr. Nuno Rodrigues
Premises: Grill 4 U, 758 Harrow Road, London, NW10 5LE

Further to my inspection on Thursday 8th August 2013, please be advised that the consultation period for the variation application for the above premises is now suspended for the following reason:

- Plan not showing a true reflection of the premises layout.

During my visit, Ms Ana Maria Silva mentioned a revised plan was submitted to the Council after you had submitted the application, I can confirm we do not have a revised version. As a result, the consultation period cannot begin until an amended plan is submitted to all the responsible authorities. Once we receive an accurate plan, we will inform you of the new consultation date. You must remove all existing 'blue' notices and replace them with an amended copies to reflect the changes once we have notified you.

At the time of my inspection, it was noted that there were empty bottles of alcohol on the table outside the premises, however the external area with tables and chairs is not indicated on the current plan.

If you wish to include the external area to provide licensable activities, you must:

- 1) provide written documentation to prove the land outside the premises is privately owned by the freeholder/leaseholder.
- 2) indicate the external seating area on the plan of the premise.

Until this is clarified, no licensable activities should be conducted outside the premises.

If you require any further information, please do not hesitate to contact me on 0208 937 5303.

Kind Regards

Esther Chan
Licensing Inspector
Safer Streets
Brent Council
Brent Civic Centre
Engineers Way
Wembley

HA9 0FJ

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The use of Brent Council's e-mail system may be monitored and communications read in order to secure effective operation of the system and other lawful purposes.

From: Rudman, Grace [Grace.Rudman@brent.gov.uk]

Sent: 26 July 2013 17:43

To: Licensing - QK; 'firesafetyregulationNW@london-fire.gov.uk'; ENS Noise Team; Proctor, Wendy; Planning Services-General Enquiries; ENS Public Safety; Brooks, Winston; 'alcohol.licensing@brent-harrowpcts.nhs.uk'; Chan, Esther

Subject: CORRECTION Grill 4 U, 758 Harrow Road, London, NW10 5LE Initial Application

Attachments: Manuel Rocha Application.pdf

Correction to the email I have just sent, the information was received on the 23rd July, so the consultation end date is 21st August 2013

LICENSING ACT 2003

Licence: Initial Application

Reference: 1707179

Dear Sir/Madam,

Applicant: Mr. Nuno Rodrigues

Premises: Grill 4 U, 758 Harrow Road, London, NW10 5LE

Please note that although this application was submitted on the 10th July, we did not accept it until 22nd July because information about the DPS Personal Licence was omitted and the applicant (agent) did not respond to their voicemail/email when I requested a reason for this omission. until 22nd July when the omitted details were finally provided. See attached email for details about the DPS.

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant who is required to submit a copy of the application to the responsible authorities. If you have received the application and would like to make a representation please use the link below. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objective.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by 20 August 2013.

[Click here to complete the form](#)

Yours sincerely,

Grace Rudman
Business Support Officer

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